Justin Gregoire

Seasoned Data Scientist with a robust background in data analytics, statistical modeling, and business intelligence. Expert in transforming complex data into valuable strategic insights. Proficient in cross-functional collaboration, driving strategic initiatives across various industries including ed tech, social media, ecommerce, cloud computing services, and health care.

💼 Professional Experience

2024 | 2023

Senior Data Scientist
Nextdoor — 📍 San Francisco, CA

- Data science lead for 'New Neighbors', identifying multiple opportunities to improve user experience
- Proposed and implemented tests to logged-out experience, reducing user friction and boosting registration rate.

2023 | 2022

Senior Data Scientist, Product Analytics
TikTok — 📍 Mountain View, CA

- Embedded in US E-Commerce team for TikTok Shop launch, analyzed rollout performance across multiple regions, and advised on UX and product enhancements.
- Created RFM segmentation and made recommendations for high-value segment expansion.

2022 | 2021

Senior Data Scientist
Skillshare — 📍 New York, NY

- Utilized k-means clustering to develop nuanced understanding of teachers' audience engagement. Incorporated cluster insights into modeling potential of monetization features (i.e. Paid 1x1 sessions), demonstrating potential sales growth of 5-50%
- Collaborated with personalization & discovery teams to design and analyze experiments for content recommendation, onboarding enhancements, and other features

2021 | 2020

Data Scientist
Skillshare — 📍 New York, NY

- Successfully collaborated with the VP of Growth, conducting an in-depth evaluation of potential markets for international expansion. Presented insights and region-specific go-to-market strategies, which included key elements such as subscription pricing, marketing tactics/budget, and product positioning, to the C-suite.
- Developed and implemented an algorithm to project teachers' monthly royalty payments.

2020 | 2019

Marketing Analytics Manager
Skillshare — 📍 New York, NY

- Worked with product to iterate on subscription pricing strategy to balance against company goals around sales and subscriber growth. Evolved the data science strategy from standard A/B testing, to multi-armed bandit testing to achieve optimal price points
- Implemented a "first touch" marketing attribution model choosing from among heuristic and algorithmic methods based on output accuracy, implementation, and interpretability.

2019 | 2017

Digital Senior Analyst, Marketing Analytics @ Google
Accenture — 📍 San Francisco, CA

- Led a team of four data analysts for an acquisition project; collaborated with departments to define metrics and build data pipelines.

2017 | 2016

Digital Analyst @ Zynga
Accenture — 📍 San Francisco, CA

- Partnered with the VP of User Acquisition to build analytics tools and generate insights, achieving an uplift in returns on ad spend from 70% to 115% on an annual budget surpassing $100M. Pioneered real-time user Lifetime Value modeling, enabling markets to optimize budget allocaiton.

Contact

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- 📅 Availability
- in Linkedin

Education

University of Virginia
B.S. Systems Engineering
2012-2016

Technical Skills

Data Analysis & Modeling: Expertise in statistical modeling, experiment design, and inference statistics.

Programming Languages: Proficient in R and Python for advanced data analysis and modeling.

Databases: Experience with SQL, Redshift, BigQuery, and big data management in Spark/Hive. DBT for building data pipelines

Strategic Skills

Cross-Functional Collaboration: Proven experience working with product management, marketing, sales, and finance teams.

Organizational Strategy: Skilled in developing and implementing data strategies and roadmaps.

Presentation Skills: Extensive experience in presenting data insights and strategies to executive teams.

Toolset

Data Visualization & Reporting: Proficient in developing dashboards and automated reports using Tableau, Looker, Domo, Mixpanel, Shiny, Rmarkdown, and Quarto.

Project Management: Experience with project management and collaboration tools such as Jira, Github, and Confluence.