Justin Gregoire

Data scientist with seven years of experience providing data-driven insights to organizations. Skilled in all aspects of data analytics, including tool development, dataset extraction, experiment analysis, statistical modeling, and metric creation from imperfect data. Adept at collaborating with stakeholders to shape crucial decisions affecting millions of users. Experienced in diverse industries such as ed tech, social media, eCommerce, and cloud services.

💼 Professional Experience

2022

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

- Evaluated Tiktok's US e-Commerce rollout performance, compared it to previous geographical launches, and suggested product enhancements to tackle pain points and capitalize on opportunities.
- Created RFM segmentation using purchase behavior and proposed product strategies to expand high-value segments.

2022 | 2021

Senior Data Scientist
Skillshare   📍 New York, NY

- Led data science efforts for marketplace expansion, analyzing product features to enhance core membership. Utilized k-means clustering to segment teachers by engagement, deriving critical insights. Employed cluster data to assess monetization potential and prioritize feature proposals under resource constraints. Showcased potential sales growth of 5-50% through rapid testing and iterative learning plans.
- Embedded data scientist with personalization & discovery teams to design and analyze experiments for content recommendation algorithm updates, onboarding enhancements, and Search/Browse functionality improvements.
- Developed self-serve tools to streamline experiment analysis and planning for product teams and foster best practices

2021 | 2020

Data Scientist
Skillshare   📍 New York, NY

- Collaborated with VP of Growth to evaluate international expansion markets using internal and external data. Presented insights, proposed strategy to CEO, executive team, and ultimately gained company approval.
- Built an external facing algorithm projecting teachers' upcoming monthly royalty payments, subsequently increasing teacher retention and satisfaction scores.

2020 | 2019

Marketing Analytics Manager
Skillshare   📍 New York, NY

- Partnered with product's growth pod on A/B + multivariate experiment design and analysis of various subscription pricing strategies.
- Implemented a "first touch" marketing attribution model by assessing various heuristic and algorithmic methods, considering output accuracy, ease of implementation, and interpretability.

2019 | 2017

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

- Headed a team of 4 data analysts for a crucial acquisition project, collaborating with marketing, sales, and engineering to establish metrics and build supporting data pipelines and reporting

2017 | 2016

Digital Analyst @ Zynga
Accenture   📍 San Francisco, CA

- Collaborated with the VP of User Acquisition on analytics projects, boosting returns on ad spend from 70% to 115% for a yearly investment exceeding $100M. Developed executive reports and implemented real-time user LTV modeling, enabling marketers to optimize budgets efficiently.

Contact

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Socials: 💼 🐙 📅

Education

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

Technical Skills

Statistics for inference + experiment design

Statistical modeling

R expert; advanced Python experience

Strategic Skills

Cross-functional project experience with product management, marketing, sales, and finance teams

Organizational data strategy and roadmap development

Extensive executive presentation experience

Toolset

R; Python; SQL: Redshift, BigQuery, DBT Big Data in Spark/Hive

Dashboards and automated reports in Tableau, Looker, Domo, Mixpanel, Shiny, Rmarkdown, Quarto

Project management using Jira, Github, Confluence

Access

Online version