

Justin Gregoire

Data science professional with 6 years of experience empowering organizations with data and insights. My expertise covers multiple areas: defining metrics and extracting insights with imperfect data; analyzing A/B experiments and using inferential statistics to deduce product impact and opportunity; and building data pipelines to support business intelligence.

I've employed my skillset across multiple cross-functional teams within a variety of industries – including ed tech, mobile gaming, B2B cloud products, and health care.

Professional Experience

- 2022

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Senior Data Scientist, Product Analytics

TikTok

Mountain View, CA

- Part of initial data science team involved with eCommerce expansion to US. Regularly conducted deep-dive analysis to inform product development and drive revenue growth as part of the launch.
 - Developed and implemented metrics and KPIs to track the performance of ecommerce features and campaigns, and used data insights to inform product roadmaps and strategy.
 - Collaborated with cross-functional teams, including product management, engineering, and marketing, to drive data-driven decision making and optimize the user experience for ecommerce on the TikTok platform.
- 2022
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2021

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Senior Data Scientist

Skillshare

New York, NY

- Acted as data insights leader for new product expansion beyond core membership. Leveraged k-means clustering to identify target teacher segments and size potential monetization opportunities. This analysis and subsequent strategy demonstrated path for potential sales increases of 50%
 - Applied causal inference techniques when standard A/B testing wasn't possible. Examples include counterfactual estimations for various marketing offer changes; and designing quasi-experiments for influencer marketing due to lack of A/B tools in this area.
 - Led experimentation processes and analysis within the product team's personalization & discovery pods – including changes to content recommendation algorithms, new onboarding features/flows, and changes to Search and Browse.
- 2021
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2020

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Data Scientist

Skillshare

New York, NY

- Scored potential profitability of international markets. Presented findings to CEO and executive team. This work continues to guide our international growth strategy.
 - Evaluated potential marketing attribution methodologies and implemented a "first touch" methodology based on model comparisons and technical considerations.
 - Built an external facing algorithm projecting teachers' upcoming monthly royalty payments, subsequently increasing teacher retention and satisfaction scores.
- 2020
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2019

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Marketing Analytics Manager

Skillshare

New York, NY

- Defined marketing performance metrics and built analytics pipelines and data models for scalable reporting and analysis.
 - Partnered with product's growth pod on experiment design and analysis of various subscription pricing strategies across international markets
- 2019
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2017

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Digital Senior Analyst, Marketing Analytics @ Google

Accenture

San Francisco, CA

- Led a team of 4 data analysts supporting analytics initiatives for a key acquisition program. Partnered with marketing, sales, and engineering to define metrics, build data pipelines and reporting, and provide strategic analysis and recommendations.



Contact

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Education

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

Technical Skills

Inferential statistics and modeling; experiment design and analysis
Customer segmentation; marketing attribution (heuristic and algorithmic methods); user LTV (lifetime value) modeling
Data modeling and warehouse design

Strategic Skills

Project experience across multiple business domains, including product management, marketing, sales, and finance
Organizational data strategy and roadmap development
Extensive presentation experience with technical and non-technical executives and stakeholders

Toolset

R, SQL, Python
Dashboards in Tableau, Looker, Domo, Mixpanel, Shiny
Jira, Github, Confluence

Access

[Online version](#)

2017
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2016

Digital Analyst @ Zynga

Accenture

📍 San Francisco, CA

- Partnered directly with VP of User Acquisition on analytics initiatives that increased returns on ad spend from 70% to 115% on an annual investment >\$100M. This included building out executive-level reporting and implementing user LTV modeling so marketers could optimize their budgets in real time.