

# Kevin Liantono

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## AREA OF EXPERTISE

**Analytics:** Regression (LR, SVR, GPR, Ensemble, Decision Trees), Classification (SVM, Discriminant Analysis, Naive Bayes, KNN), Clustering (K-Means, Hierarchical, Gaussian Mixture, Hidden Markov Model), Anomaly Detection, T-test, A/B/N testing

**Languages:** Python (PyTorch, Pandas, NumPy, Scikit-Learn, Seaborn, Matplotlib, NLTK, Tensorflow II, Keras), R(ggplot2), SQL

**Data Visualization:** Tableau, Unidash, Sisense, Mixpanel, Plotly, Looker, Grafana, Baremetrics, Facebook & Google Analytics

**Technologies:** Spark, Snowflake, AWS S3 Datalake, PostgreSQL, Presto Hive, DBT, Stitch, Airflow, Dataswarm, FBLearner Flow, Scuba, Deltoid, Bugsnap, BigQuery, GCP/GCS, Github, Jira

## PROFESSIONAL EXPERIENCE

### Meta Platforms, Inc (Reality Labs)/ Menlo Park, CA

March 2023 – Present

*Senior Data Scientist*

- Build in house machine learning solutions for personalized recommendation engine (NCF architecture)
- Lead the creation of customer cohorts for marketing & content teams via unsupervised learning (K-Means, PCA) to better personalize push notifications, email targeting, informed content programming, carousel/masthead targeting, experimentation.
- Build & deploy in house churn prediction model to target at risk customers with messaging and incentives.
- Mentor and onboard Senior Data analysts, as well as guide external stakeholders and teams.
- Work cross-functionally with marketing & finance to develop CLV, LTV projections, customer conversion & retention forecasts.
- Partner with product & content, building correlation plots and heatmaps to understand customer habits & preferences.
- Leveraged deep understanding of customer behavior to construct targeted user segments within our Customer Data Platform.
- Authored the backend API endpoint incorporating a large language model, thereby generating images for thumbnail background inspiration & creation. This facilitates collaborative feedback and improves the design process.

### Within Unlimited LLC, Supernatural (VR/AR)/ Los Angeles, CA

October 2020 – March 2023

*Senior Data Scientist, Full-Stack*

- Pioneer a standardized process for planning & deploying of AB tests, along with other causal inference methods.
- Build a centralized dashboard to monitor key metrics & KPI's. Evaluate new BI tools & migrate dashboards into Sisense.
- Create a democratized data store to gather data from disparate sources (Airflow, s3 datalake, stitch/dbt, Snowflake)
- Lead the following: Establish standards and best practices for maintaining an efficient data engineering workflow, adopt JIRA sprint system, Github version control, and Confluence to document different segments of users, onboarding plan, schemas & tables & their relationships, company-wide terminology & definitions, analysis catalog, experimentation results, and research.

### Porch Inc./ Seattle, WA

December 2018 – October 2020

*Data Scientist, Applied*

- Design & build a Random Forest classification model to predict the probability of leads monetizing for high value products based on a set of features & using the probability score to create a managed queue system to reduce operational costs.
- Build reliability (log loss, Chi-Squared, P-value, CAP, AUC) plots in Plotly to evaluate model performance & accuracy over time.
- Partner with product to conduct hypothesis testing & retraining of our XGBoost model to predict the probability of pro coverage
- Build a time-series model to track & forecast the volume of new customers and create cohort analyses to determine customer attrition rates over time, resulting in calculated action that lead to the increased retention rates of customers.
- Exploratory investigation resulting in discovery and ingestion of missing data, increasing net profit by ~200% for 3<sup>rd</sup> party leads.

### Commercial Industrial Waste Applications Inc./ San Jose, CA

September 2016 – November 2018

*Data Scientist, Analytics*

- Build monitoring, forecasting, & pricing models for management & supply partners leading to a 126% growth in revenue.
- Create bidding models in Python and contract deals in order to broker business and manage client's waste stream.
- Manage data warehouse for accounts and relationships with partners, vendors, and clients at the firm.
- Lead project to implement a native payment system in website portal; increase turnaround on payments by 30%.
- Secure Series B funding alongside CEO, manage vendor & labor contract deals for startup subsidiary C.W.E.G.
- Train new hires, client operation teams, and sensor equipment production vendors.

### Travix International, Vayama / San Jose, CA

August 2014 – August 2016

*Senior Data Scientist, Analytics / Data Scientist, Analytics*

- Lead experimentation with Skyscanner to improve the conversion rate on their meta channel.
- Lead marketing campaign to improve partner optimization using Google Analytics to identify key metrics & alter bidding tiers, increase click-through on meta channels due to ads by 25%, leading to a 9% increase in bookings.
- Increase conversion by 50% by examining the conversion funnel/ user demographics; restricted negative margin routes, analyzed strategic pricing modules, tracked booking patterns & rule evaluation.

## EDUCATION

### Machine Learning / Deep Learning / Programming Coursework

- Programming Bootcamp: London App Brewery

May 2022

- Machine Learning Bootcamp: Open Data Science - ods.ai

April 2020

- Machine Learning Course: Andrew Ng CS229 Machine Learning, with Mathematical Proofs – Stanford University

March 2019

- Data Science Bootcamp: Machine Learning A-Z: Hands on Learning with Python & R in Data Science – Udemy

February 2019

- Data Science Bootcamp: The Data Science Course: The Complete Data Science Bootcamp – Udemy

February 2018

### University of California, Davis / Davis, CA

Summer 2014

*Bachelor of Arts in Economics*