

Data Scientist, Activation & Resurrection

[Apply Now](#)

at CookUnity ([View all jobs](#))

New York, New York, United States

CookUnity is a chef-to-you marketplace connecting talented chefs with consumers, revolutionizing meal delivery. We bring small-batch, restaurant-quality meals to eaters nationwide, crafted by a diverse collective of all-star chefs. With over 100 inspired chefs from cities like NYC, LA, Austin, and more, our weekly subscription offers a wide range of hand-crafted meals to cater to various palates and dietary preferences.

By delivering over 1 million meals per month, we're also empowering working chefs, tripling their income, and supporting their growth. CookUnity believes in fueling stronger communities, partnering with Food Bank For New York City to combat food insecurity across all five boroughs.

About the Role

Data Scientists are the people who bring excellence from empirical and computer science to life to drive the iterative product development lifecycle. They embed within teams they support, achieving a marriage of minds with their stakeholders and an integration of objectives and workflows of. They work across the team with UX researchers, feature engineers, domain experts and business, product, and marketing managers, to create data about user behaviors, discover unmet needs, set metrics that measure performance and design & execute experiments to generate learnings and evidence their success (or lack thereof). Where needed, they leverage machine learning methods as the basis of even deeper insights, uncovering patterns in user behavior that the human mind simply cannot process (e.g. through unsupervised learning).

We're looking for a Data Scientist with a focus on eater activation and resurrection to join our team. In this role, you'll play a pivotal role in advancing our Growth team's capabilities, applying scientific rigor to inform, strategize, and optimize our already steep growth trajectory.

What you'll do in 12 months

- **Train and scale predictive models to drive Annual Recurring Revenue (ARR) growth throughout the customer lifecycle.** Build a holistic Next Best Action (NBA) model covering a wide variety of actions from reminders to promotions. Explore strategies to improve model performance, e.g. running experiments to generate more training data, integrated with predictive Lifetime Value (pLTV) model, and so on. Put your models into production so both other analysts and customer facing systems (e.g. CRM, marketplace, etc) can consume it. Success will be measured by the impact model-backed on activation (e.g. order rate, retention) and resurrection (e.g. resurrected eaters, resurrected LTV).
- **Accelerate learning about what drives orders and retention and what doesn't.** Produce insights about engagement of active subscribers and recommend effective strategies to increase retention and order rates across the customer lifecycle stages. Collaborate with the CRM team to design and evaluate new tests and customer journeys. Success will be measured by the learning rate of the team (e.g. number of tested new strategies per month) and improvements to order rate and retention.
- **Accelerate learnings about how to resurrect churned subscribers.** Deconstruct resurrection funnel touch points and communications and deliver insights that power our scaling

resurrection programme into paid channels. Build incrementality models, and design & analyze resurrection experiments across landing pages and CRM channels as needed to optimize re-activation journeys. Use interactive visualizations and produce engaging insight presentations to build understanding of your insights and support for your recommendations. Success will be measured through revenue through resurrected eaters and the resurrection CAC for paid channels.


Core Competencies

- High autonomy in partnering with non technical stakeholders
- High autonomy in executing to produce insights with data (e.g. SQL, Tableau, Python, dbt)
- High agency and growth mindset

Year of experience

- 7-10 years in similar analyst roles, with a pattern of high achievement
- At least 2 years in a growth team (in any capacity)

Benefits


 Health Insurance coverage


 401k Plan


 Unlimited PTO

 5- year Sabbatical: After 5 years with CookUnity, you get a 4-week paid sabbatical


 Family leave: ****12 weeks for primary caregiver and 6 weeks for secondary caregiver, fully paid

 Compassionate Leave: 3-5 days each time the need arises

 A generous amount of CookUnity credits to enjoy our amazing meals, added to your account, monthly

 Wellness perks: access to a nutritional coach and fitness subsidies to build a healthy lifestyle

 Personalized Spanish coach

 Awesome opportunity to join a company that is looking to change how we eat and how chefs work!

Compensation

All final pay rates will be determined by candidates experience, knowledge, skills, and abilities of the applicant, internal equity, and alignment with market data.

Pay Range for this position

\$125,000 — \$140,000 USD

If you're interested in this role, please submit your application and if we think you might be a fit, we'll get in touch with you. Thank you for your time!

CookUnity is an Equal Opportunity Employer. We are dedicated to creating a community of inclusion and an environment free from discrimination or harassment. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, sexual orientation, gender

identity, national origin, citizenship status, protected veteran status, genetic information, or physical or mental disability.

Apply for this Job

* Required

Apply With LinkedIn

First Name *

Last Name *

Email *

Phone

Resume/CV * [Attach, Dropbox, Google Drive, or enter manually](#)
(File types: pdf, doc, docx, txt, rtf)

Cover Letter [Attach, Dropbox, Google Drive, or enter manually](#)
(File types: pdf, doc, docx, txt, rtf)

LinkedIn Profile

Website

Would you require a Visa Sponsorship now or in the future? *

Submit Application

