MIMI YUFAN YOU

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SUMMARY

Impact driven, novel data sources, human-computer interaction, and making interesting things
Current focus: python: plotly, seaborn, ipython, ipywidgets. Hoping to use more: npm, react/native.js, express
Previously used a lot of sql, pandas, numpy. Sometimes cloud composer/airflow.

PROFESSIONAL EXPERIENCE

Niantic Labs - Engineering - Data Scientist (Lead)   Nov 21' - present

Impact, Leadership & Capacity Building - (Tools: Cloud Composer/Airflow, Juptyer Notebooks, BigQuery, Periscope, Figma, JIRA)
- Leading team of 5 in proof-of-concept analytics tool on Kubeflow Jupyter Notebooks (iPywidgets, Plotly, Prophet)
- Mentoring 2 data scientists on actionable recommendations for in-game economics, player incentive & progression design
- Influenced prioritization of roadmap for 3+ titles across multiple product lifecycle stages and all levels of the organization
- Researched deep learning tools for in-game asset creation and network science principles for social graph analyses
- Navigating complex products and user experiences using product intuition decomposed into analytical lines of inquiry

TakeTwo Interactive - Rockstar Games - Senior Data Analyst (Associate Principal Analyst)   June '20 - Oct '21

Business Impact & Areas of Interest - (Tools: SQL Server, Snowflake, Excel, Tableau)
- Owned, executed, socialized, productionalizing several first of its kind models and reporting - First Day Played Dashboard the first cohortized metric dashboard of its kind at R* and Committed Player Model
- Primary team-member for studio-wide behavioral segmentation of GTAO player clustering project
- Main PIA point-of-contact for 2 releases on Red Dead Redemption Online running at $15m+ per release
- Documented universal taxonomy data structures and telemetry specifications for upcoming title
- Streamlining title update release process and analyst workflows across documentation and version control
- Prototyped usage of social media platform APIs including Twitch API for reporting and analysis

Mountain Equipment Coop – Lead Marketing Data Analyst   Jul '18 – May '20

Business Impact & Areas of Interest - (Tools: PowerBI (DAX), SQL Server)
- Led prototyping and development of an activity-based campaign optimization data pipelines to inform ~$3m marketing budget
- Architected end-to-end API integration for Qualtrics & SalesForce Marketing Cloud in Azure/Python
- Modernized customer reporting with churn, retention, and predictive lifetime value linear regression
- Implemented back-end and front-end system for demand planning & SKU performance assortment tool
- Led development of k-means store clustering that explains 30%+ store performance deltas
- Promoted e-comm supply chain discovery that will drive $4.5 million annual cost savings
- Efficiencies from supply chain discovery will improve web order fulfillment time by 40%+

Capacity Building
- Built team capabilities by designing curriculum and teaching weekly SQL and Python workshops to 20+ attendees
- Hired, trained, and managed several cohorts of 3+ technical co-ops, 2 direct reports
- Organized bi-weekly sprint cadences while coaching team on poker planning, user story creation
- Recognized for taking on responsibilities above and beyond in workplace performance award 2018

Electronic Arts – FIFA Sports – Business Data Analyst   Aug '15 – Nov '17

Business Impact & Areas of Interest - (Tools: SAS, R, Teradata, Redshift, Tableau)
- Analyzed FIFA card pack arbitrage problem to explain ~30% drop in bookings resulting in deployment of real-time pack probability model to inform design changes accumulating $15m+ annual revenue improvement
- Recognized for taking on data engineer responsibilities workplace performance award 2016
- Built geo-data, performance load-testing, spend exhaustion, CARPU/LTV reports in R, SAS, Tableau
- Exposure to impact of tuning and optimization of FIFA Mobile market-place artificial intelligence bot

EDUCATION

University of British Columbia, Bachelor of Commerce   Sep' 06 – May '12
3.75/ 4.0 GPA, Dean's List, President's Entrance Scholarship
1st Place Team - Harvard MBA Case Course - COMM486R
Course Creator/Facilitator – Emerging Technologies and Business - COMM486B
International Relations Exchange – Sciences Po Paris

7Gate Ventures Academy – Machine Learning Computer Vision 10-Week Intensive   Feb '20 – March '20
Udacity - Data Science Nanodegree, Computer Vision Nanodegree   Oct '18 – March '19
Northwest Culinary Academy – Professional Program   Dec '17 – May '18

PROJECTS:
Deep Learning Neural Net Image Classifier App: pipelines, functions, parameters, custom layers, vgg-16
Geofence Notification App: react native, express

INTERESTS: New Media Art, Permaculture, Energy and Ecology, Cooking, Pilates