PAUL STUBLEY

Data Scientist, PhD

— PROFILE —

A seasoned data scientist coupling technical skill with business understanding. I've focussed on discovering the reality behind the data for over 8 years, and use this to influence C-level decisions.

I have experience leading and developing a team of data-scientists, supported by a solid foundation of years of individual contribution.

— CONTACT —

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Code & Portfolio:

github.com/paul-stubley

paul-stubley.github.io/portfolio/

— EXPERTISE —

Senior-stakeholder engagement

Improving key decisions with data

Technical skills:

Data Analysis & Visualisation

SQL

Looker

Python

Tableau

JavaScript

Matplotlib

— OUTSIDE OF WORK —

DELIVEROO | DATA SCIENCE MANAGER — 2019-2020

Deliveroo is a late-stage startup offering logistics based food-delivery across 13 countries.

- Adviser to Chief Marketing Officer on global marketing budget allocation (£100M+).
- Developing strategy for consumer-behaviour and marketing measurement, including leading the creation of Deliveroo's first econometric model containing marketing features.
- People- and project-managing team of 6 data scientists, developing pipeline of applicants and onboarding 7 new data scientists. Leading team through large organisational change.
- Leading the company's adoption of third-party demographics to augment internal data.

Key skills | C-level presentation, Data strategy, People development, Stakeholder engagement

DATA SCIENTIST, INTELLIGENCE TEAM — 2017-2019

- Measuring and optimising the return-on-investment of digital and offline marketing.
- Creating tools to democratise data-led decision making to the entire business, e.g. to evaluate the health of our customer cohorts or to understand changes to our traffic/sales.
- Developing foundational frameworks to enable customer understanding, e.g. segmentation, churn-prediction, customer-lifetime-value, decomposition of metric-changes.
- Matched-market testing, e.g. to determine the impact of reducing minimum-order-values, leading to global adjustments of minimum order values and ~10% order volume increases..
- Actively training up non-DS colleagues to better use the company's data, driving more-informed decisions throughout the business and freeing up time for DS to focus on key projects, e.g. through a week-long, campus-style training program for local 'champions'.
- Contribution and peer-review of production level code to the daily Analytics SQL Pipeline.
- Presenting work to Board-level stakeholders, and driving change to business-wide strategy, e.g. redirecting budget from acquisition discounting due to poor return-on-investment.

Key skills | SQL (Snowflake), GitHub, Python (Pandas, NumPy, SciPy, Matplotlib), Looker

BAE SYSTEMS, APPLIED INTELLIGENCE | DATA SCIENTIST — 2016-2017

Applied Intelligence is a data-consultancy that offers cybersecurity and digital transformation

- Quickly adapting to frequent projects changes to gain insight from client data, creating new visualisation methods for complex data, and helping clients understand and interact with their data in new ways.
- Writing custom Python program using Spark ML libraries to classify unlabelled datasets.
- Writing clear code and documentation to enable collaboration and knowledge sharing.

Key skills | VBA, Excel, Visio, Spark ML (Python), Docker, Tableau, Qlikview, PowerBI

UDACITY | DataScience Nanodegree — 2020

To solidify my DS foundations, I took a self-paced, assessed, 4-month course covering:

Data Science writing, Git, OOP, creating python packages for PyPi, foundations of HTML, CSS, JS, Bootstrap, Plotly, creating and deploying a Flask app to the web, ETL pipelines for NLP and ML, experimental design and recommendation engines. My Github profile acts as my portfolio.

UNIVERSITY OF OXFORD | WORCESTER COLLEGE — 2012-2016

DPhil (PhD) Atomic and Laser Physics | Fully funded by CASE studentship

My research involved using lasers to create, in the laboratory, conditions that only occur naturally at the centre of planets. This involved experimental, computational and theoretical aspects.

- Presented work to fellow scientists and leaders in the field at 9 international conferences.
- Collaborated with large teams of researchers from both academia and industry.
- Independent research with minimal supervision, requiring self-motivation & self-assessment.
- Daily writing of bespoke Python/C++ code to analyse and fit models to large, noisy datasets.
- College tutor for 3rd year undergraduate syllabus - explaining complex concepts thoroughly and unambiguously whilst keeping the students' interest.

MPhys - Master of Physics | First Class Honours — 2008-2012

- Distinction in Preliminary (1st year) Examinations leading to college scholarship.
- First Class grades in each individual examination taken in 1st, 2nd and 3rd year.

RED HOUSE SCHOOL & YARM SIXTH FORM — 1993-2008

- A Levels - 5 A's - Chemistry, Maths, Further Maths, Physics & General Studies. AS level - A in Additional Further Maths. Top 5 nationally in Chemistry, Top 10 in Maths & Further Maths.
- GCSEs - 11 A*s. Highest grades out of 290 independent schools nationally.