Patrick Chong

UWaterloo Statistics & Computer Science Alumni

TN-1 Visa Eligible

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💼 WORK EXPERIENCE

Data Scientist
Candid ↗

07/2021 - 02/2023   *New York, USA*

- Leveraged **K-Means clustering** to model customer profiles, influencing **Marketing & GTM** strategy and increasing conversion rates and sales revenue.
- Managed transition from DTC to B2B, providing **Operations** with factors influencing funnel conversion and collaborated with **Product** to evaluate the successful product launch that drove increased user revenue and improved user experience.
- Utilized **VAR (Vector AR)** to forecast product volume and optimize **Marketing** spending, reducing advertising costs while maintaining revenue and efficient manufacturing allocation.
- Collaborated with **Product** to alleviate practice pain points through **A/B testing**, increasing sales in the first quarter of implementation.
- Enhanced data model efficiency with **Engineering** by **85%** using **dbt**, enabling data democratization and faster access to insights through **Sigma**.

Data Scientist
PagerDuty ↗

09/2019 - 12/2019   *San Francisco, USA*

- Developed a **Cox survival analysis** model to identify high-propensity accounts, leading to increased customer acquisition.
- Built a **predictive model** using regression to forecast account expansion, influencing **Sales** strategy and driving increased revenue from existing customers.
- Provided accurate forecasts for pipeline coverage and bookings using **SARIMA**, enabling **Sales & Marketing** executives to make informed decisions and achieve quarterly targets.
- Empowered Sales managers with qualified leads, improving sales reps' productivity and win rate.

Data Scientist
CIBC Data Studio ↗

09/2018 - 12/2018   *Toronto, Canada*

- Achieved **70% F1-Score** in predicting the performance of current and future startups using a **Naive Bayes classifier**, enabling better investment decisions for **Innovation Banking & Risk** teams.
- Utilized **K-Means clustering** to identify and prevent fraudulent and suspicious transaction behavior, reducing potential losses for **AML** team.
- Conducted sentiment analysis and topic extraction using **GCP** and **TF-IDF**, eliminating **Product** bottlenecks and improving customer satisfaction.

🔧 ANALYTICS

`Pandas` `Scikit-learn` `SQL` `R` `Sigma` `Looker`

💡 PROGRAMMING

`Python` `dbt` `Snowflake` `Fivetran` `Git`

📐 ON THE SIDE

What makes a good wine so good? (01/2021 - 01/2021) ↗
- Identified significant factors and interactions that influence a Pinot Noir's flavor from a **fractional factorial experiment**.

NHL Predictor (09/2019 - 04/2020) ↗
- Leveraged data analysis and machine learning techniques to predict NHL game winners with a high **F1-Score of 67%**, providing valuable insights for sports enthusiasts and bettors.
- Authored and published a comprehensive Medium article, breaking down the project and presenting an in-depth analysis.
- Integrated advanced statistics and predictions from betting websites, enriching the predictive model and improving its accuracy and reliability.
- Implemented and fine-tuned **six classification algorithms**, optimizing the model's performance and ensuring robust predictions for NHL game outcomes.

🖥 EDUCATION

BMath; Major in Statistics, Minor in Computer Science
University of Waterloo

09/2015 - 04/2020

- Experimental Design
- Algorithms
- Forecasting
- Databases