

RYAN FOX

PRODUCT DATA SCIENTIST

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PROFILE

A passionate data professional with 7+ years experience of measuring success and creating better products through hypothesis/AB testing.

With a proven track record of delivering impactful improvements and driving change in companies.

SKILLS

Python	● ● ● ● ●
SQL	● ● ● ● ●
HTML, CSS	● ● ● ● ●
Javascript	● ● ● ● ●
Git and Linux CLI	● ● ● ● ●
Docker	● ● ● ● ●
Cloud deployment	● ● ● ● ●
Data analysis	● ● ● ● ●
Data visualisation	● ● ● ● ●
Machine Learning	● ● ● ● ●
Data Translation	● ● ● ● ●

ADDITIONAL ACTIVITIES

Travelled the Americas and Asia between 2016-17 and 2019-20.

Certifications:

- Datacamp**, Data Scientist with Python Career Track (2017-2020)
- Udacity**, Data Science Nanodegree (2020-Present)

Volunteer work:

- Digital Consultant for Saint Francis Hospice ([local newspaper article](#))
- Digital Consultant for Mental Health UK
- A-level maths tutor at homework club ([BBC article](#))

REFERENCES Available on request

PROJECTS

Bayesian AB testing calculator

- Struggling with traffic levels at Eurostar during the pandemic, I created an AB test calculator using Bayesian statistics
- Built using the Scipy Stats module and deployed as a web app using Streamlit and hosted on Heroku.
- Plans to move the deployment over to GCP Compute Engine were interrupted by a second wave of the pandemic
- The calculator allowed product teams to run tests at a time when frequentist thresholds were unlikely to be reached
- [Blog article and app](#)

More projects can be found at [rfoxdata.co.uk](#)

EMPLOYMENT

Digital Optimisation Manager (contract)

Eurostar. Aug 2020 - Oct 2020

In an effort to make the most of potential travellers during Covid-19, I was brought in to restart the AB testing program.

- Built a test calculator app using Bayesian statistics to do more with less data - powered by Python hosted on Heroku
- Connected Tealium AudienceStream with the datalayer to enable advanced personalisation

Eurostar. Oct 2017 - Mar 2019

- Lead the optimisation and launch of Club Eurostar, a brand new loyalty scheme, and Eurostar Hotels Limited, selling Trains+Hotels and Hotels.
- Forecasted £20m+ annual incremental revenue from testing
- Transformed the way of working to integrate with the Product scrum teams delivering server-side tests
- Integrated BigQuery with Python for easier, more reproducible test analysis

Eurostar. Oct 2015 - Jul 2016

- Built a test and learn culture extending the team from one Optimisation manager to three in nine months
- Forecasted £15m annual incremental revenue from testing

Senior Digital Optimisation Analyst

Maxymiser. Oct 2013 - Jul 2015

Promoted from Digital Optimisation Analyst Dec 2014.

Managed end-to-end conversion rate optimisation strategies for media clients incl. The Economist, BBC, Channel 4, TimeOut, Which?

EDUCATION

MMath Mathematics (First class with honours)

University of Sheffield 2009-2013

- With a focus on pure Mathematics and Statistics
- Paid tutorial assistant for undergraduates in final year