

# Ross Lojek

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## EXPERIENCE

### Central Operations Analyst

*Empower Ride-Hailing Software*

Remote, Boston, MA

September 2024 - Present

- Lead analysis on driver supply and ride demand for 3rd largest ride-hailing platform in U.S. with over 12.5M rides and 350K riders, using SQL, R, and Excel
- Develop SQL queries using Jetbrains DataGrip in TSQL and PostGres, regularly utilizing common table expressions, window functions, and subqueries at various levels of aggregation
- Construct dashboards on rides, driver earnings, and market level price optimization while controlling for pickup location, time of day, and route traffic, resulting in quantifiable 20% fare discount over competitors
- Build A/B testing framework for software features, outgoing sales calls, and advertising campaigns in Google Sheets, saving over \$15,000 annually in proprietary software expenses
- Present on acquisition, retention, and churn in onboarding funnels to inform Ops and Engineering improvements
- Create dynamic surge pricing rules for rapidly growing markets using rigid spatial planes and Uber H3 gradients
- Manage projects in Azure DevOps and Monday.com via daily scrum meetings, project review, and task delegation

### Data Analyst

Amherst, MA

*Chartered Alternative Investment Analyst Association (Nonprofit)*

June 2022 - October 2023

- Built and interpreted 3 robust executive dashboards on global nonprofit membership using Tableau, R, and SQL Server, and developed KPI's for 13,000+ global members and 6,000+ annual candidates
- Led data analytics strategy and execution, and presented Data Driven Decisions Roadmap to executives (CEO, EVP, COO), senior leadership, and consultants
- Presented findings to audiences of varying data literacy, including executives and PhD researchers, utilizing a combination of reports, presentations, and interactive visualizations to critically analyze performance

### Lecturer and Research Assistant

Amherst, MA

*University of Massachusetts*

September 2021 - May 2022

- Delivered weekly 50 minute lectures to class of 22 students, and designed structured lesson plans in MS Word and PowerPoint allowing for transparent and approachable leadership style
- Constructed econometric, data mining, and machine learning models in R including multivariate and logistic regression, clustering, and decision trees to analyze relationships on pre- and post-pandemic physician reviews
- Developed web scraping program in Python using pandas and beautifulsoup aggregate online physician reviews

### Independent Commercial Fisherman

Newbury, MA

*Clam Fisherman*

June 2013 - May 2022

- Harvested shellfish in marine coastal estuary, observing impacts of macroeconomic forces, climate change, and policy response on inter-generational blue collar laborers and the communities they support

## EDUCATION

### University of Massachusetts Amherst

Amherst, MA

*Bachelor of Business Administration in Operations and Information Management, Economics*

May 2022

- Cumulative GPA: 3.8
- Dean's List; Florence Evans Bushee Scholarship; Essex County Agricultural Scholarship

### Thesis: Ride-Hailing: An Alternative Model for Equitable Wages

*Faculty Sponsor: Prof. Rudolph Bedeley*

- Designed novel algorithmic framework to increase wages and maintain flexibility in gig economy wage algorithms
- Defended continuous inputs and a transparent "logistic farebox" model for Uber driver-partners

## RESEARCH AND COMMUNITY INVOLVEMENT

### Sustainable Algorithmic Design in the Gig Economy

2022

- Proposed wage algorithm framework for gig economy to increase worker earnings while maintaining flexibility
- Collected, preprocessed, and analyzed data in R using dplyr, ggplot2, knitr, and other libraries within tidyverse

### Climate Change Resilience in Marine Fisheries Grant

2021

- Co-authored grant proposal to inform policy on climate change and ocean acidification on Northern Massachusetts populations of the soft shell clam (*M. arenaria*)
- Advocated for sustainable fishing practices to benefit marine ecosystems as well as the local economies they support
- Developed schedule, budget, and planning necessary to execute resource constrained research