

# GAETAN RIEBEN

La Jolla, CA

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 12/2024

University of California, San Diego, CA

- GPA: 3.93
- Relevant courses: Customer Analytics, Business Analytics, Collecting & Analyzing Large Data, Experiments in firms

**Bachelor of Applied Science in International Business and Management** 06/2020

University of Applied Science Western Switzerland

- Major: Management of Innovation and Technology

## SPECIALIZED SKILLS

- Languages/Coding: Python (Advanced), SQL (Advanced), R (Intermediate)
- Libraries/Frameworks: Pandas, Numpy, Keras, Pytorch, XGBoost, NLTK
- Tools: Snowflake, Tableau, Spark, Hadoop, Excel (Advanced), AWS, Amplitude
- Spoken Languages: French, German

## EXPERIENCE

**SaaS Data Analyst Intern**, Picktrace, San Diego, CA 07/2024 - Present

- Conducted in-depth analysis of consumer transactional data and created automated metrics for monitoring adoption and product traction, identifying product market fit and key trends leading to consumer churns
- Collaborated closely with Product Development Team to analyze product usage data, generating insights and recommendations to enhance product adoption and develop new features
- Contributed to product development process by formulating data-driven strategies aimed at improving financial performance and modelling financial outcomes of proposed enhancements
- Introduced and implemented Business Intelligence tools to monitor product usage, assess financial performance, and support strategic business objectives at company level

## PROJECTS

**Picktrace.com, Capstone**, Rady School of Management 06/2024

- Led a team of 4 members in executing capstone project and meetings with supervisor, providing consultative expertise as Data Scientist consultant for SaaS start-up
- Collected large data from census and internal sources to build up-to-date Total Accessible Market. Leveraged dashboard visualization techniques for extracting actionable insights and derive Go-To-Market strategy
- Developed customer segmentation using K-means and clustering techniques to extract customer attributes. Tailored marketing initiatives for each segment to improve lead conversion rate

**Credit Card Fraud Detection Algorithm, Fraud Analytics**, Rady School of Management 05/2024

- Ensured high data quality by cleaning and imputing inconsistencies for robust Machine Learning pipeline
- Engineered 3,000 domain-specific features and conducted thorough variable selections to filter down candidate variables
- Developed and trained XGBoost, Neural Network and Random Forest models, achieving a 0.76% fraud detection rate in top 3% of transactions
- Evaluated financial impact of model, resulting in annual savings of \$40 million

**Marketing campaign targeting, Customer Analytics**, Rady School of Management 01/2024

- Prototyped and compared predictive models using Neural Network, Random Forest and Logistic Regression to forecast customer reactions to up-selling marketing initiative
- Enhanced model accuracy through domain-driven feature engineering, addressing skewed positive response distributions within a key categorical variable
- Leveraged refined model in a targeted campaign rollout, achieving 1000% profit increase to \$440'000, substantially outperforming the baseline mass-marketing approach