

GAETAN RIEBEN

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TECHNICAL SKILLS

- **Languages/Coding:** SQL, R, Python (Pandas, NumPy, Sklearn, Pytorch, TensorFlow, PySpark, Seaborn, XGBoost)
- **Tools:** Tableau, Snowflake, Spark, Excel (Advanced), AWS, Amplitude, PostgreSQL
- **Key Skills:** Data Analysis, Statistical Modeling, Machine Learning, Communication, Cross-Functional Collaboration

EXPERIENCE

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

- Currently leads team's Data Analytics Strategy of recently launched FinTech Product
- Conducted Product and Consumer Data Analysis and created performance metrics for monitoring adoption and product traction, identifying product market fit and key trends leading to consumer churns
- Collaborating closely with Product Development Team to analyze product usage data, generating insights and recommendations to enhance product adoption and develop new features for A/B testing
- Contributing to product management process by formulating data-driven strategies aimed at improving financial performance and modelling financial outcomes of proposed enhancements
- Introduced and implemented Business Intelligence tools (Grafana) to monitor product usage, assess financial performance and support OKR achievements

Data Analyst – Capstone Project, Picktrace, San Diego, CA 04/2024 – 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

Key Account & Business Development Manager, Coface, Switzerland 01/2022 - 07/2023

- Reorganized and set-up Key Account Management team, reinforcing footprint on credit-insurance market for global accounts. New Business grew by 13% over first semester 2023
- Managed Key International Accounts valued at 8.3 M EUROS, secured 96.7% of retention through renewal negotiations and meetings with C-Level executives. Coordinated implementation with cross-functional teams
- Awarded with the 2022 Western Europe Leadership Award. Initiative taken to improve customer's ageing balance by automating unpaid invoice reminders and recovering current account receivables by 84%

EDUCATION

Master of Science in Business Analytics, GPA: 3.93 (Beta Gamma Sigma Honor Recipient) 12/2024

University of California, San Diego, CA

- SQL & ETL Teaching Assistant: Supporting 150 students on SQL topics
- 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

PROJECTS (RSM-GRIEBEN.GITHUB.IO/PORTFOLIO)

Credit Card Fraud Detection Algorithm

- Ensured high data quality by cleaning and imputing inconsistencies, created 3'000 domain-knowledge variables
- Developed and trained XGBoost, Neural Network and Random Forest models, achieving a 0.76% fraud detection rate in top 3% of transactions and evaluated financial impact of model, resulting in annual savings of \$40 million

Marketing campaign targeting

- Prototyped and compared predictive models using Neural Network, Random Forest and Logistic Regression to forecast customer reactions to up-selling marketing initiative
- Leveraged the refined model in a targeted campaign rollout, achieving 1000% profit increase to \$440'000