

Seamus McKinsey

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Skills

Programming: Expert in R, SQL, Hive HQL, Shiny; proficient in git, Linux/Unix shell (zsh/bash), Python, HDFS/Hadoop

Methods: Practiced in A/B testing, data visualization, ETL, statistical inference, econometrics, machine learning

Experience

Uber Eats

San Francisco

ANALYTICS & INSIGHTS MANAGER

9/2019 - present

- Hired and onboarded 5 data analysts and led organization's highest performing team as measured by employee and stakeholder surveys
- Developed actionable insights that guided \$10M customer experience investment, improved CSAT 50% YoY, and reduced defect rates 10% YoY
- Designed and analyzed multi-arm experiment that improved customer satisfaction by over 30% while optimizing appeasement spend
- Defined team OKRs and KPIs across 5 business units, then prioritized and managed workload through agile sprints

Uber Eats

San Francisco

ANALYTICS & INSIGHTS TEAM LEAD

4/2018 - 8/2019

- Guided launch of new business lines, product launches, market expansion, and Uber Eat's loyalty program
- Automated reporting with R Markdown and Shiny dashboards for 100+ users/month, handling 100s GB data
- Served as thought partner to executives and cross-functional leadership, including root cause analysis on million dollar P&L items
- Led team-wide learning and development program on statistical learning, Uber's data infrastructure, and storytelling with data

Uber Eats

Washington, DC

DATA ANALYST

3/2017-4/2018

- Modeled customer satisfaction, refund abuse, and impact of customer support on business outcomes using quasi-experimentation methods like difference-in-differences
- Analyzed experiment on customer appeasements that recouped 0.5% revenue with minimal impact to user retention or satisfaction, and presented recommendations resulting in regional rollout across US & Canada
- Built 20+ ETL pipelines handling 100GB+ daily using Uber's fork of Apache Airflow, saving 100s of hours of analyst time
- Provided thought leadership on a company-wide defect rate reduction initiative, involving defining and codifying business logic, implemented corresponding ETL, and presenting summary in Shiny app for stakeholders

Booz Allen Hamilton

Washington, DC

CONSULTANT, SENIOR CONSULTANT, ASSOCIATE

7/2012 - 3/2017

- Piloted a novel cost-benefit model of health quality measures with senior directors at HHS, obtained \$50k firm innovation funding, and presented results at 2015 INFORMS Conference
- Led strategy for a quality improvement pilot program involving 30% of practicing oncologists in US and presented comprehensive evidence-based improvement guide based on a months-long literature review
- Built dashboard to monitor performance of oncology improvement pilot using R Markdown
- Deputy project managed \$11M contract, overseeing development of client presentations and deliverables
- Contributed to more than 30 proposals worth over \$15M as proposal manager, technical lead, and pricing lead
- Developed case studies on more than 50 leading health care quality improvement programs in the US and distilled best practices

Williams College

Williamstown, MA

LAB MANAGER

5/2011-6/2012

- Designed and oversaw 5+ research projects and managed 8 research assistants in social psychology lab
- Brainstormed study design and strategy with multiple psychology professors and advised thesis students
- Presented study findings to hundreds of students and faculty during campus-wide events on "ingroup vs. outgroup" behavior

Education

Williams College

Williamstown, MA

BA, ECONOMICS; BA, ENGLISH

2008-12

Presentations

INFORMS 2015

Nashville, TN

QUALITY MEASUREMENT MODEL - MODELING COSTS & BENEFITS OF HEALTH CARE QUALITY MEASUREMENT

2015