Seamus McKinsey

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Work Experience

Circle CI *Remote*

SENIOR ANALYTICS ENGINEER *8/2021 - present*

- Overhauled BI using a modern data stack with dbt, Snowflake, Looker, Airflow, and Fivetran, specializing in go-to-market and product data
- Democratized previously inaccessible data through advanced dbt modeling, especially recursively parsing & modeling CircleCI YAML config files
- Extensively tested and documented data to build a shared understanding of key metrics and ensure data reproducibility and consistency
- Developed churn model with 81% recall and 76% precision, and deployed using custom-build MLOps pipeline using scikit-learn, Docker, Airflow
- Built custom sales funnel and revenue attribution model in dbt using multiple attribution approaches (first touch, last touch, 40-40-20, linear)
- Shared key insights on top priority projects to C-suite, receiving org-wide spotlight award for my contributions
- Contributed to internal Python package for custom ELT jobs and set up multiple jobs to load data from external APIs
- Developed dbt macros to dry up business logic and custom dbt materializations to enable otherwise infeasible data models

Uber Eats *San Francisco*

ANALYTICS & INSIGHTS MANAGER *9/2019 - 6/2021*

- 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*

- 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*

- 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 Apache Airflow, saving 100s of hours of analyst time
- Provided thought leadership on a company-wide defect rate reduction initiative, involving defining 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

Education

Williams College *Williamstown, MA*

BA, ECONOMICS; BA, ENGLISH *2008-12*

Skills

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

Areas of expertise: Analytics engineering, business insights, data visualization, ELT, machine learning