

# Performance 2022

## Tisha Haque

### Summary

Pillars of Data Science:

DOMAIN KNOWLEDGE	ANALYTICS & REPORTING	DATA SCIENCE	DATA ENGINEERING	PROJECT MANAGEMENT
very good	very good	strong	good	strong
I proactively contribute to innovation and strategy by combining my technical capability with a wider commercial understanding	I initialise and round off data science activity with relevant analyses, and use them to draw feasible recommendations	I haven't yet had the opportunity at Co-op, but I consider myself an expert in building consumer-level models and have demonstrated a comprehensive appreciation in my model documentation framework	I am able to write new code in existing pipelines and develop new functionality, however I will need help whenever things get too "software-engineery"	I am able to lead a dynamic (yet pragmatic) approach in organising data science activity and managing stakeholder expectations

I haven't met a Data Scientist who was **strong** across all pillars. I'm really happy with my personal brand 😊

### Technical Skills

DOMAIN	OBJECTIVE	ACTIONS	ABOVE & BEYOND
Insurance – Q2 2022	Assess performance of existing Member score	<ul style="list-style-type: none"> <li>I linked external claims data to our scored Member data, enabling stakeholders to discuss what our next steps with MSG are</li> </ul>	<ul style="list-style-type: none"> <li>I completed this exercise with a quick turnaround (4 days)</li> <li>I was described as 'knowing the data before [I've] even looked at it'; I already knew the industry-accepted approach to analysing insurance data, enabling me to act both proactively and proficiently</li> <li>I demonstrated unwavering subject matter expertise in my regular communication with A&amp;BI colleagues</li> </ul>
Personalisation – Q1 2022	Implement A/B testing functionality into productionised pipeline	<ul style="list-style-type: none"> <li>I developed the design and Python-based code for phase 1 of this functionality. This was fully parameterised and enabled the typical 'load-balancing' approach to A/B testing</li> <li>JH led, I assisted with phase 2 (i.e. introducing ability to capture bespoke requirements)</li> <li>I contributed to the show-and-tell</li> </ul>	<ul style="list-style-type: none"> <li>I have given this concept importance and a proper re-introduction, explaining to other Data Scientists how test &amp; control frameworks <u>should</u> work. It has displaced previous methods and has proven to be more statistically sound</li> </ul>

Personalisation – Q1 2022	Deliver and analyse results of February's Basket Builder campaign	<ul style="list-style-type: none"> <li>• End-to-end ownership of analysis; I pulled the narrative together into a slide deck, then co-presented within two Squad meetings</li> <li>• I liaised with A&amp;BI to ensure their understanding of the test(s)</li> </ul>	<ul style="list-style-type: none"> <li>• I can make a slide deck 'stakeholder-ready' with very little steer</li> <li>• I independently took the analysis to the next level by performing elasticity-based recommendations</li> <li>• I produced the test brief for the subsequent 'always-on' strategy. My overarching aim is ongoing measurement of Member elasticity, to feed into future tactical and strategic changes – this shows my higher-level thinking</li> </ul>
Personalisation – Q1 2022	Support DWO Direct Mail campaign	<ul style="list-style-type: none"> <li>• I provided the bespoke Member selections for this targeted campaign, adhering to a complex brief</li> <li>• This also required me to explain scoring mechanisms to various non-technical personnel</li> </ul>	<ul style="list-style-type: none"> <li>• Even against evolving deadlines, I can independently manage data science's involvement in such activity</li> </ul>
Personalisation – H1 2022	Ensure BAU campaign delivery continues as expected	<ul style="list-style-type: none"> <li>• I collaboratively maintain the pipelines which deliver our BAU activity. This includes debugging when a campaign run has failed, writing new code to support new initiatives, etc</li> <li>• I support and give feedback on the work items of my peers</li> </ul>	<ul style="list-style-type: none"> <li>• I am generally up to date with wider cross-functional timescales and deadlines, ensuring necessary considerations have been made before campaign builds</li> </ul>
Personalisation – H1 2022	Onboard new Data Scientists onto the project	<ul style="list-style-type: none"> <li>• When a Data Scientist joins the project I contribute to their ongoing development in the area</li> </ul>	<ul style="list-style-type: none"> <li>• I facilitated a Data Ethics session for HJ's recent Recommender and played a key part in preparing suitable answers beforehand</li> <li>• After onboarding stages, I still continuously draw on my own knowledge to teach, mentor and develop others</li> </ul>
Personalisation – Q2 2022	Support blue-sky thinking on other initiatives	<ul style="list-style-type: none"> <li>• I devised a new way to increase discounts for low value Members, whilst maintaining fairness across the population – not an easy exam question 😊 Approach was well received by Squad members, but outcome will be based on feasibility checks</li> </ul>	
Model Documentation – Q2 2022	Share best practice for model documentation	<ul style="list-style-type: none"> <li>• I designed a model documentation framework to complement projects across their lifecycle (to be later adopted by the team)</li> </ul>	<ul style="list-style-type: none"> <li>• My documentation showcases my flair and expertise across the entire model building lifecycle, from initial scoping through to final sign off. I believe this is something you could expect of at least a L5 Data Scientist (or higher)</li> <li>• This was not part of my objectives but I noticed a gap</li> </ul>

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in our current approach and  
autonomously decided to fill it

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### Soft Skills

SKILL	ACTIONS	ABOVE & BEYOND
Extra-curricular activities	<ul style="list-style-type: none"><li>I've recently started a compelling case to rename the Co-op Indian food range (ongoing).</li></ul>	<ul style="list-style-type: none"><li>My presentation has been extremely well received by the D&amp;I network, RISE network and other senior stakeholders across the Group, even garnering a direct response from Shirine (Interim CEO)</li><li>This has been recognised as a chance for Co-op to lead other retailers through an educational shift</li></ul>
Communication	<ul style="list-style-type: none"><li>I feel overwhelmed when addressing groups of people face-to-face, however I contribute to various channels and meetings in a way that's optimal for me</li></ul>	<ul style="list-style-type: none"><li>My presentations and written communication are succinct and accessible for non-technical audiences, and have been praised by senior stakeholders as being 'well explained and easy to follow' and '[you have] articulated it so well'</li><li>My slide decks are always high quality</li></ul>
Organisation & leadership	<ul style="list-style-type: none"><li>The Personalisation Squad is fast-paced and has a lot of moving parts, but I'm generally able to self-update my view of what is required from data science</li></ul>	<ul style="list-style-type: none"><li>I am highly organised and have a good understanding of how to prioritise work around dependencies and deadlines, having deputised for a previous manager. I regularly re-align the short and long-term focuses of myself and my peers</li><li>This means I can also suggest what I work on, rather than wait for delegated actions</li></ul>
Mentoring & leadership	<ul style="list-style-type: none"><li>Technical mentoring: I can lead on thought process and shape the ideas of my peers, supporting those that are plausible and reigning in those that are unrealistic and/or have poor effort-to-benefit</li><li>I sometimes take an advisory role when having career conversations with peers</li></ul>	<ul style="list-style-type: none"><li>Developing the statistical and data science knowledge of my peers has naturally become embedded in my role</li><li>Additionally I draw on my seasoned experience to introduce new concepts and keep our focuses practical – I have awareness about what works and what could be palatable for our stakeholders</li></ul>
Attention to detail	<ul style="list-style-type: none"><li>I notice considerations that have been missed, and give constructive feedback</li><li>I notice errors and follow through. I flagged an error with Data Engineering, appropriately communicating impact. I decided to monitor the fix and found it was <u>still incomplete</u>. I continued to liaise with them until the issue was resolved. (Bits of evidence in their ticket <a href="#">here</a>)</li></ul>	<ul style="list-style-type: none"><li>I can be relied on as having an eye for general improvements and fine details, sometimes reviewing material and giving feedback across the team hierarchy</li></ul>