

Peter Varga

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WORK EXPERIENCE

SIDO

Los Angeles, US (remote)

Research & Development Lead

Oct 2023 – Feb 2025

- Directed research on esports performance analytics, optimizing the data stack, aligning data science efforts, and facilitating stakeholder relationships, resulting in multiple consulting partnerships and a publication in statistics
- Led strategy and development of a subscription-based game analytics product, aligning customers, design, and engineering while integrating our research work to experiment with new features and drive innovation
- Pioneered voice-communication analytics in esports by deploying a Discord audio recording bot and implementing a signal extraction pipeline with Speech-to-Text models - got invited by Routledge to author a book on this topic

Fnatic

London, UK

Senior Engineer (Research & Analytics)

June 2022 – Sept 2023

- Managed an internal game analytics product, defining technical requirements, collaborating with design to enhance usability, and iterating on user feedback to refine feature prioritization and player performance insights
- Integrated user analytics into our mobile app development, enabling experiments to improve adaption and retention
- Conducted analytical research on marketing campaign data and customer lifetime value to identify "superfans"
- Piloted an EEG biomarker & performance project with a gaming academy - won the league with a record score

Analytics Engineer

June 2021 – June 2022

- Implemented a modern data stack, transforming company-wide data consumption and enabling game analytics
- Launched a self-serve BI platform, setting up user-friendly data models and no-code tooling as well as leading onboarding, resulting in a significant increase in internal reporting and BI usage across all business units
- Led the end-to-end development and launch of an inventory management app with ML-driven forecasts, driving adoption through documentation and user training, leading to reduction of excess stock, and improved cash flow

Mews

London, UK

Junior Data Scientist

June 2020 – June 2021

- Implemented in-app behavior data processing & analytics, collaborating cross-functionally to streamline onboarding and support with advanced reporting, and drive upselling through user insights

Research Analyst

Sept 2019 – June 2020

- Built a global hospitality database via web scraping and APIs to inform go-to-market strategy and sales KPIs
- Developed and deployed a churn prediction ML model to identify at-risk customers during COVID-19

Wild.AI

London, UK

Research & Development Specialist

Jan 2019 – June 2019

- Reviewed scientific literature on female physiology to inform product development and engagement strategy
- Designed UX prototypes and educational content with coaches and female health experts to improve accessibility

ACADEMIC CONTRIBUTIONS

Editor | *Emerald Publishing - Team Performance Management Special Issue*

To be published in 2025

Speaker | *Econometric Case Study of the Evolution of the NA LCS*

Esports Research Network Conference 2024

Author | *Routledge Handbook of Esports - Chapters 2.7 & 3.4*

Published in 2024

Panel Member | *Data Driven Performance*

Esports Coaching and Performance Summit 2023

Speaker | *Esports Research Methodology*

Esports Science Symposium 2023

Panel Member | *Sustainable Business in Esports*

Esports Research Network Conference 2022

EDUCATION

University College London (Institute of Education)

London, UK

Postgraduate Certificate in Education, Physics with Mathematics

Aug 2018

University College London (Institute of Child Health)

London, UK

MSci in Physics, Minor in Brain, Behavior and Cognition

June 2017

PERSONAL PROJECTS

Creative: Game development (Godot Engine), music production (Ableton), acting (7 commercial ads)

Sports: Certified strength & conditioning coach (British Weightlifting Level 3), helping my friends with their fitness goals