

Meihui Chen

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SUMMARY

Product/Marketing-focused Data Scientist with 5+ years of experience turning ambiguous questions into data-driven product strategy for consumer apps. Expert in large-scale experimentation, causal inference, and predictive modeling. Known for translating insights into action, partnering cross-functionally to launch high-impact features that improve engagement, retention, and revenue for millions of users. Recognized as a **top performer** at Discover.

WORK EXPERIENCE

Senior Data Scientist, Product

Jul 2022 – Present

Discover Financial Services

Seattle, WA

Product, Marketing & Digital Analytics Team

- Led end-to-end design and execution of **50+ A/B tests** experiments for marketing campaigns and feature layouts on mobile & web journeys for **10 M+ users**, applying **hypothesis testing** to identify high-impact variants; uncovered key behavioral drivers and delivered insights that increased **conversion rates** and **customer engagement** by 6%.
- Synthesized **A/B testing** results, **churn model** outputs, and **customer segmentation** insights into **VP/C-level** presentations; influenced prioritization of high-performing marketing campaigns and feature enhancements, directly contributing to a **\$1B** increase in deposit balance.
- Leveraged **SQL** and **Python** to analyze 10+ UX metrics (e.g., login rate, session length) and uncover **user funnel** drop-offs across mobile and web, and optimize UI/onboarding flows to boost engagement.
- Utilized clickstream data for identity resolution and consumer profiling, achieved 93% matching accuracy, expanded reachable campaign audience by 6%, and improved **customer acquisition** through targeted marketing.
- Developed AI-powered **churn prediction models** (logistic regression, random forest) with 81% precision, informing **user retention** strategies and reducing account closures by 2%.
- Conducted comprehensive **customer segmentation** and implemented holdout groups to rigorously evaluate **marketing campaign** effectiveness, drove 3% uplift in transaction volumes and notable improvements across key performance metrics.
- Conducted Difference-in-Differences **statistical analyses** to isolate the causal impact of product features and marketing initiatives, quantify incremental metric changes, and steer future campaign and partner-targeting strategies.
- Designed and implemented self-service **Tableau** dashboards and automated **ETL pipelines** to monitor **20+ product KPIs**, cutting ad-hoc requests by **40%** and championing data-informed decision-making across product, engineering, and design; and enabled product managers to leverage demographic insights and optimize new customer onboarding journeys.
- Engineered identity-resolution pipelines achieving **93%** match accuracy and automated reconciliation of **12 M+** records via **Python-Airflow** workflows, ensuring trustworthy data for experimentation and product decisions.

Product Marketing Data Scientist

May 2021 – Aug 2021

Faraday Future

Los Angeles, CA

- Led in-app **A/B tests** using statistical modeling and provided actionable insights for feature launch decisions, collaborated with UX design and engineering teams to optimize user experiences, increased clickthrough rate (**CTR**) by 16%, and playing a key role in strengthening investor confidence, contributing to successful **IPO** in 2021.
- Developed predictive **Tableau** dashboards using **Snowflake** to track 10+ key product metrics (e.g., DAU, retention rate), uncovering growth opportunities and shaping **customer acquisition** strategies to **executive leadership**.
- Performed **geolocation analysis** and **sentiment analysis** on social media data using Python, uncovered customer behavioral trends, and provided insights to guide **GTM planning** and feature rollout, contributing to a 7% increase in product pre-orders.
- Analyzed performance across social media platforms (TikTok, Facebook, LinkedIn, etc.), identified segmented content **engagement patterns**, optimized strategy, and increased customer engagement by 19% and follower growth by 24%.

Strategy Consultant

Jul 2018 – Dec 2018

Accenture

Shanghai, China

- Analyzed global datasets with **10M+** records using **SQL**, uncovered operational inefficiencies, and delivered data-driven recommendations that reduced costs by 8% and informed strategic decisions.
- Built **Python** web scrapers to collect competitor and market data (revenue, store count, etc.), benchmarked top 20 companies, and supported product positioning and competitive analysis.

EDUCATION

University of Southern California, Los Angeles, CA | **Master of Science in Data Science**

May 2022

Awards: Gamma Theta Upsilon Membership

Tianjin Polytechnic University – Tianjin, China | **Bachelor of Science in Management Information Systems**

Jun 2019

SKILLS

Specializations: A/B Testing, Statistical Analysis, Funnel Analysis, Time Series, Machine Learning, Data Visualization

Analytical Tools: SQL, Python, Snowflake, Redshift, Adobe Analytics, Tableau, Power BI, SAS, Spark, Neo4j

Certification: Certified Tableau Desktop Specialist, Google Analytics