

DATA ANALYTICS

For further assistance on setting up an interview please contact Jmartindale@planet4it.com

PROFILE

Data Scientist with a strong background in e-commerce and payment processing who mines, gathers, cleans and analyzes data to find insights and make actionable recommendations to improve processes

EDUCATION

2008 European University, Barcelona, Catalonia Spain - Master of Business Administration
2005 University of Ottawa, Ottawa, Ontario - Bachelor of Honours Geography

PROFESSIONAL EXPERIENCE

January 2011 to Present Online Payment Processing Company
Toronto, Ontario
HEAD OF ANALYTICS

Head of the Analytics department at (3rd party payment processing) where marketing analysis, risk and reporting information is delved from payment processing data for end clients in the online gaming and anti-virus industries. Manages a team of analysts to collect and analyze clients' performance data -- traffic, sales, conversions and customer lifetime value -- and offer actionable solutions in order to increase their revenue.

- Calculate customer lifetime value and revenue per click to help clients understand their profitability in the context of different advertising campaigns.
- Design and run A/B tests to maximize clients' revenue.
- Risk management through analyzing data to ensure fraudulent transactions remain below credit card company thresholds. This includes implementing velocity filters.
- Performs ad-hoc reporting such as financial reconciliations.
- Performs multi-arm bandit testing, Thompson sampling, Bayesian statistical analysis using R for the exploration phase. Then in exploitation phase, directs traffic based on determined results.
- Performs Nonparametric statistic tests.
- Create dashboards and automated reports to track KPIs using Qlikview.
- Use a suite of tools (Qlikview, R, SQL, Woopra, Google Analytics, Python) to minedata, analyze it and make recommendations for improvements across departments: Marketing, Finance, Customer Service and Risk.
- Implement and manage all internal and external reporting using Qlikview and following the Agile project methodology.

July 2009 to December 2010 Same Company
WEB DATA ANALYST

- Wrote a daily sales tracking report to keep tabs on clients' performance and understand the drivers behind increases/decreases in sales.
- Calculated month end chargeback forecasts to make sure fraud was below card association thresholds.
- Performs multi-arm bandit testing, thompson sampling, bayesian statistical analysis using R for the exploration phase. Then in exploitation phase, directs traffic based on determined results.
- Design and run A/B tests to maximize clients' revenue.