Elena Novak

STAFF DATA SCIENTIST

San Francisco, CA (415) 555-0172 elena.novak@email.com linkedin.com/in/elenanovak

Summary

Staff data scientist with 9 years of experience in experimentation, causal inference and statistical modeling for consumer apps. Owns the methods behind product decisions, builds metric layers in dbt and BigQuery, and coaches product teams on experimental design so each test answers the question it was run to answer.

Skills

• Python • SQL • R • Causal Inference • Experimentation • Experimental Design • Statistical Modeling • dbt • BigQuery • Communication Skills

Experience

Staff Data Scientist 08/2022 - Present

Fogline Labs San Francisco, CA

Experimentation platform team at a food delivery app with 7M monthly users.

- Own the experimentation methodology for 300+ tests a year, adding variance reduction that shortened tests by **35%**.
- Design a dbt and BigQuery metric layer that gives 15 product teams one definition of retention and orders.
- Apply causal inference to marketplace fee changes, with estimates landing within 2% of later holdout results.
- Coach 10 product data scientists through experimental design reviews and maintain the team analysis playbook.

Senior Data Scientist 05/2019 - 07/2022

Presidio Health Apps San Francisco, CA

Product analytics for a fitness subscription app with 2M members.

- Ran the onboarding experiments program, lifting 30-day retention from 41% to 47%.
- Built a Python simulation of subscription pricing that guided a tier change worth $5M a year.
- Wrote SQL engagement models that replaced 60 ad hoc dashboards with 8 maintained ones.
- Modeled churn drivers in R and shared findings at monthly product reviews with 6 product managers.

Data Scientist 07/2017 - 04/2019

Embarcadero Analytics San Francisco, CA

Consumer research analytics for brand and retail clients.

- Analyzed survey and app usage data in R for 25 consumer brand clients.
- Created a Python text classifier for 1M support tickets that cut manual tagging by 70%.
- Presented quarterly findings to client marketing teams with clear charts and plain summaries.

Education

Master of Science 06/2017

Stanford University Stanford, CA

Statistics