Ryan Fox

PRODUCT DATA SCIENTIST

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A passionate data professional with 7+ years' experience of measuring success and creating better products through hypothesis/AB testing. A proven track record of delivering impactful improvements and driving change in companies.

SKILLS

Python	SQL	HTML, CSS & JavaScript	Git	Linux CLI	Google Cloud Platform
Google Analytics 360 and Google Tag Manager		Data Analysis	Data Manipulation		Visualisation
Machine Learning	Data Translation	Hypothesis Testing	Statistics	User Testing	VOC

PROJECTS

BAYESIAN AB TESTING CALCULATOR [source] [live demo]

- Struggling with traffic levels at Eurostar during the pandemic, I created an AB test calculator using Bayesian principles rather than the more traditional frequentist approach
- Built using the SciPy Stats module and deployed as a web app using Streamlit and hosted on Heroku
- Plans to move the deployment to GCP Compute Engine were interrupted by a second wave of the pandemic
- The calculator allowed product teams to run tests at a time when frequentist sample sizes looked unfeasible.

More projects can be found at RFoxData.co.uk

EMPLOYMENT

DIGITAL OPTIMISATION MANAGER - Eurostar (contract)   Aug 2020 - Oct 2020

To make the most of potential travellers during a time of low trading, I was brought in to restart the experimentation program after cutbacks in the team.

- Built a test calculator app using Bayesian statistics to do more with less data (mentioned above)
- Connected Tealium Audience Stream with the datalayer and Conductrics to enable advanced personalisation.
- Worked with the data engineering team on data quality issues and data audits

DIGITAL OPTIMISATION MANAGER - Eurostar (contract)   Oct 2017 - Mar 2019

- Led the optimisation for the launch of Club Eurostar, a new loyalty scheme, and Eurostar Hotels Limited, Eurostar's first digital only offering, selling Trains+Hotels and Hotels
- Transformed the team's way of working within the company to integrate within the product scrum teams and work as part of the product delivery flow – removing constraints on how many tests could be run from one test per optimisation manager per week to as many as could be built
- Fortnightly presentation to an audience of 50-60 staff at the company show-n-tell
- Move the analysis workflow to IPython notebooks creating an end-to-end testing notebook in Python, piping in data directly from BigQuery – greatly increasing reproducibility and data governance
- Forecasted £20m+ annual incremental revenue through conversion rate and customer LTV uplifts.

DIGITAL OPTIMISATION MANAGER - Eurostar (contract)   **Oct 2015 – Jul 2016**

- Built a test and learn culture extending the team from one Optimisation Manager to three in nine months
- Connected different areas of the business bringing data and experimentation into CRM, marketing, product workflows acting as the reminder to use data in the decision-making process
- Managed two optimisation analysts
- Analytics audits with the wider analytics teams and product owners to identify KPIs and fill any gaps in tracking
- Forecasted £15m annual incremental revenue through conversion rate uplifts.

SENIOR DIGITAL OPTIMISATION ANALYST – Maxymiser (permanent)   **Oct 2013 – Jul 2015**

Promoted from Digital Optimisation Analyst in Dec 2014.

- Managed end-to-end experimentation strategies for The Economist, Channel4, Time Out, Jobsite, IT Jobs, Interflora, E.ON and Which? Magazine
- Insight gathering, test ideation, wireframing, technical specifications for the build and test analysis.
- Mentored two junior analysts in my vertical

EDUCATION & CERTIFICATIONS

Udacity: Data Scientist Nanodegree   **Nov 2020 – Present**
Typically, a four month course, the nanodegree has more of a focus on software and data engineering principles.

Datacamp: Data Science Career Track   **Nov 2020**
Completed over 2-3 years, this career track covered data manipulation, visualisation, statistical analyses and machine learning with Python.

Udemy: Automate the Boring Stuff with Python Programming   **June 2020**
Tealium iQ Basic, Advanced and Technical User Certification   **Oct 2019**
Tealium Audience Stream Basic User Certification   **Oct 2019**
Google Analytics Individual Qualification   **Jul 2018**

MMath Mathematics, **First Class (honours)**   **Jul 2013**
The University of Sheffield

Modules include: Linear Algebra, Advanced Calculus, Statistical Modelling, Stochastic Processes, Applied Statistics, Bayesian Statistics, Linear Models, Time Series, Number Theory, Complex Analysis, Medical Statistics and more.

Part-time assistant demonstrator in tutorials for undergraduates teaching 'Mathematic Investigation Skills' using R.

ADDITIONAL ACTIVITIES

I travelled the Americas and Asia between 2016-17 and 2019-20 spending nearly a year and a half in Latin America. I'm an avid reader, reading a couple of books a week on varying genres/interests.

Volunteering activities:

- Digital Consultant for Saint Francis Hospice – Local Newspaper Article (2020-Present)
- Digital Consultant for Mental Health UK (2020)
- A-level maths tutor as part of the Kings Cross Homework Group – BBC article (2017-2019)
- Tutoring Mathematics for GCSE students at local schools in Sheffield (2012-13)

REFERENCES Available on request