

Domenic Fayad

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SUMMARY

Full-stack senior data scientist with a record of improving business decision-making with 5+ years of expertise. Proficient in engineering production-level ML systems and developing statistical models to drive effective and scalable solutions.

WORK EXPERIENCE

Senior Data Scientist, lululemon March 2023 - Present

- Delivered over \$15M in incremental revenue by designing, implementing, and scaling an uplift model architecture that identified and targeted persuadable customers, utilizing causal inference and randomized controlled trials (RCTs).
- Pioneered the application of causal statistics in targeted customer engagement, partnering with leaders to secure executive sponsorship for ongoing programs, such as re-engaging lapsed customers and driving cross-sell initiatives
- Expanded the reach of a machine learning propensity model workflow initially designed for digital marketers to encompass broader audience strategies, including integration with Paid Search and Web teams
- Led and supported data scientists in developing a variety of data science products. Provided expertise in advanced techniques like supervised models, and drove innovation in version control, orchestration, and parameterization

Data Science Instructor, BrainStation June 2023 - Present

- Instructed students in analysis, data visualization, and storytelling to cultivate practical skills and industry experience

Data Scientist, lululemon August 2021 - March 2023

- Developed an extensible propensity model workflow in DataBricks that enables digital marketers to target millions of customers with predictive audiences each week, statistically proven to drive 25% more revenue than the status quo
- Built a cross-platform architecture leveraging dbt transformation practices to enable the Customer Analytics team to build and contribute to various foundational data and feature stores for statistical modeling, analysis, and reporting
- Led the best practice and training of version control with Git and Azure DevOps for the Customer Analytics teams

Senior Data Analyst, Best Buy Canada April 2021 - August 2021

- Identified a +\$20M opportunity presented as a white-paper analysis, PowerBI dashboard, and strategic debate at the Director level for in-store orders that were fulfilled by another channel
- Defined KPIs for the Marketplace team and built a Python Streamlit app for Product Management. Engineered the app to retrieve data from relational tables and integrate with APIs, including WaitWhile and Salesforce Community Cloud

Data Analyst, Best Buy Canada February 2020 - April 2021

- Co-led the analysis of the Quick & Easy Curbside Pickup project, one of Canada's largest omnichannel retail experiments, to determine the viability of nationwide rollout and identify the greatest areas of improvement
- Designed and implemented a data pipeline using R to extract information from a vendor API, and developed two Power BI dashboards for curbside pickup. Adopted by hundreds of stores and endorsed by technology leadership
- Drove +\$8M in incremental revenue through AB testing & optimization with the Pickup & Delivery product team
- Led a team of analysts to create an AB testing app for statistical hypothesis testing using the R Shiny package

Digital Analyst, Best Buy Canada September 2018 - February 2020

- Directly influenced in-store pickup optimizations during the holiday season by analyzing post-purchase customer verbatims using topic modeling in R
- Founded Best Buy's Data University and two web analytics courses that 100s of employees have completed as part of various teams' onboarding
- Evangelized analytics leading weekly sessions on Adobe Analytics

DATA PROJECTS

Co-Founder, Datarena

2022 - Present

- Founded a Slack community to empower hockey enthusiasts with advanced analytics for informed decision-making.
- Applied cutting-edge data modeling techniques and a modern tech stack, including dbt and BigQuery, to develop predictive models like industry-leading Expected Goals models that outperform public benchmarks.
- Operationalized research and analytics into actionable insights, launching datarena.io, a dynamic web application built with Python Dash. The app is actively developed by a small, collaborative team of data scientists, analysts, and engineers, continuously enhancing its features and capabilities.

Full Staxx Analytics Portfolio Blog

2021 - Present

- Built a Jekyll-powered website to share data science projects and learnings
- Designed a Python Streamlit app to perform real-time sentiment analysis on Twitter during the Seattle Kraken's 2021 NHL Expansion Draft, leveraging topic modeling and the VADER Python library to gauge fan and insider reactions.
- Hosted a live-streaming session on Twitch during the draft, fostering interaction with the hockey analytics community and driving real-time engagement with the app to analyze and discuss emerging sentiment trends.

goat.sportscards

2019 - 2021

- Built a brand to educate hobby enthusiasts about sportscard investing through analysis and insights
- Offered data-driven card insights through a series of blog & Instagram posts called "Data Dives", shared cross-platform in a private Facebook group with 1800+ member
- Developed a PowerBI Dashboard to visualize card sales and population data, engineered with a web scraper built in R to collect sport card sales data from eBay with custom storage and transformations

EDUCATION

BBA (Honours), MIS & Operations, Simon Fraser University

2013-2019

Certificate, Business Analytics & Decision Making, Simon Fraser University

2018-2019

Certificate, Global Business Management, Grenoble Ecole de Management

2016

SKILLS

Data Science Toolkit

Versatile full-stack data scientist skilled in Python, SQL, Spark, and R, with expertise in classification, regression, clustering, audience-building, uplift, recommender systems, and hypothesis testing. Proficient in popular libraries such as PySpark, pandas, scikit-learn, seaborn, and causalml. Well-versed in GCP, Azure, VSCode, SFMC, AWS, Snowflake, and DataBricks, emphasizing platform-agnostic skills for developing scalable, open-sourced, production-ready pipelines. Highlighted portfolio entries include the creation of 'datarena' and the 'NHL Expansion Twitter App'.

Leadership & Community

A proven leader in diverse settings, I've driven growth and innovation. I've led industry workshops, such as the UBC Biz Hacks Pitch Workshop, and played a pivotal role in organizing the Analytics Legend of Vancouver Industry Events. I founded "the-data-base," a slack community uniting and empowering data professionals. Passionate about mentorship, I teach at BrainStation and regularly connect with professionals through coffee chats.

Public Speaking

I possess strong public speaking skills and have delivered impactful presentations at events including BrainStation Panels, Seattle Kraken's 2021 SeaHac conference, and the Analytics Legend of Vancouver Industry Events. Additionally, I have had success in competitive presentations such as the SFU BADM Hackathons, achieving 1st and 2nd place in 2018 and 2017, respectively, earning recognition from the judges for my storytelling abilities.