

# Domenic Fayad

## DATA SCIENTIST

### ABOUT ME

Full-stack data scientist with a proven ability to influence key decisions through high-quality analytics products and insights. Experienced in delivering value in both centralized and decentralized analytics agile team environments.

### EXPERIENCE

#### lululemon

##### Data Scientist

August 2021- Present

Expanding personalization within digital marketing through applied data science

- Provided digital marketers with 130+ propensity scores on millions of guests used 4 days per week to optimize their SFMC segmented send email strategy
- Built a propensity model workflow called X-PM that can flexibly score and rank customer behaviour using SQL, Python (mostly Pyspark) and DataBricks. There are two in-production applications of this workflow for Email and Web stakeholders with separate testing plans, and over 140+ scored behaviours
- Delivered 4 major releases of X-PM (Email application) which included significant improvements to the PR-AUC and performance enhancements, driven by feature engineering, parameter tuning, refactoring, and model selection
- Conducted research and development on a new email click model expanding the XPM workflow for digital marketers
- Led the best practice and training of version control with Git and Azure DevOps for the Customer Analytics teams

#### Best Buy Canada

##### Senior Data Analyst

April 2021- August 2021

Full-stack analyst embedded in the Marketplace Seller Journey product team

- Delivered a white-paper analysis, PowerBI dashboard, and strategic debate at the Director level for in-store orders that were fulfilled by another channel

#### Data Analyst

June 2020 - April 2021

Supported two product teams within a decentralized analytics community

- One of two analysts that led 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
- Created a data pipeline from a vendor API in R, and two PowerBI dashboards for curbside pickup that are used by 100s store and technology leaders
- Drove +\$8M in incremental revenue through AB testing & optimization
- Enabled key product management decisions through various analysis, valuations, and AB test optimizations using Adobe Analytics, SQL & R
- Led a team of analysts to create an AB testing app using the R Shiny package

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### EDUCATION

Simon Fraser University

2013-2019 - BBA (Honours), MIS & Operations. Certificate in Business Analytics & Decision Making

Grenoble École De Management (France) 2016 - Certificate in Global Management

### DATA SCIENCE

Unsupervised: Clustering, Topic Modeling

Supervised: Binary, Multi-class & Multi-label classification, Regression

Other: Audience building, Hypothesis testing, Lifetime value

### DATA ANALYSIS

Affinity analysis, Correlation, ETL, Dashboards, Exploratory, Descriptive, Funnel analysis, RFM

### PROGRAMMING

Languages: Python, R, SQL, Spark, Git, DAX, Markdown

Key Libraries: PySpark, pandas, dbt, numpy, seaborn, altair, streamlit, ggplot2, dplyr, shiny, tidyr

Platforms: Visual Studio Code, dbt, DataBricks, Jupyter Notebooks, Snowflake, PyCharm, R Studio, BigQuery, PL/SQL, Azure, GCP, Excel, PowerPoint, Confluence, JIRA

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### EXPERIENCE CONT.

#### Digital Analyst

June 2019 - June 2020

Supported business & product teams within a centralized analytics team

- Directly influenced in-store pick up 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 have been completed by 100s of employees as part of various teams' onboarding
- Evangelized analytics leading weekly sessions on Adobe Analytics

#### Digital Analyst Intern

May - December 2018

Supported business & product teams on a centralized analytics team.

- Built 5 customer behaviour dashboards in Adobe Analytics to provide visibility into the digital shopping experience for the digital retail community
- Delivered dashboards, web analytics implementation, feature valuations, and AB tests while embedded as an analyst for the various technology teams
- Presented insights weekly for business performance meetings

### RECENT DATA SCIENCE AND BUSINESS PROJECTS

#### The Full Staxx Analytics Portfolio Blog

April 2021 - Present

- Built a [Jekyll powered website](#) to share data science projects and learnings
- Created a [Streamlit app](#) that allows users to estimate sentiment from NHL fans and insiders on Twitter during the Seattle Kraken's 2021 NHL Expansion Draft
- Developed an [NHL data-model](#) in BigQuery using meltano, singer, dbt, and BigQuery to support data science applications (currently in-progress)

#### Goat.SportsCards

January 2019 - Present

- Built a [WIX website](#), data tools, and a brand to educate on sports card investing
- Offered data-driven card insights through a series of blog & Instagram posts called "Data Dives", shared in a private Facebook group with 1800+ members
- Summarized sportscards sales and population data in a PowerBI dashboard

### HACKATHONS & CASE COMPETITIONS

#### Simon Fraser University

Business Analytics & Decision Making Hackathon, 1st Place (25 Teams)

November 2018

- Voted best presentation, business understanding & 2nd most predictive model
- Maximized expected value on a promotional campaign by creating 2 highly predictive propensity and churn models
- Offered experimental design strategies with expected revenue valuations by interpreting our model's most predictive variables

### VERSION CONTROL

Git, Github, DevOps, Bitbucket

### DATA VISUALIZATION

Data Studio, Power BI, Tableau, R Shiny, Python Streamlit

### DIGITAL ANALYTICS

AB test analysis, AB test setup, AB test QA, Digital analytics measurement plans, Analytics debugging, Adobe variable implementation, Google analytics personalization, Targeted recommendations

### EXPERIMENTATION

AB testing, Counterfactuals, Experimental designs, Generalized synthetic controls, Multivariate testing, Power analysis, Significance testing

### INDUSTRY ENGAGEMENT

SFU Business Analytics Hackathon 2021 – Lead, 2nd annual Analytics Legend of Vancouver industry competition  
2020 – Lead, Inaugural Analytics Legend of Vancouver industry competition  
2019 – Mentor, Committee member  
2018 – Finalist, 1st Place  
2017 – Finalist, 2nd Place

### UBC BizHacks

2021 – Mentor & Speaker  
2020 – Mentor & Speaker

### HOBBIES

Running, Soccer, Learning new data science skills, Analytics apps, Sports, Board games, Blogging, Sportscards, Hiking, Sour beers!