Mark Shumka

DATA SCIENTIST

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PROFILE

Ex-Amazon Product Manager transitioning into Data Science. 15+ years experience using data to uncover opportunities, and translating insights into actionable strategic business / product recommendations.

SKILLS

Python, SQL, R, NumPy, Pandas, Hypothesis Testing, A/B tests, Parametric and non-Parametric tests, Tableau, Matplotlib, Plotly, Seaborn, SciPy, MS Office Suite, Clarabridge, Confluence, Product Management, Voice of the Customer (VOC) Analysis, New Product Development, Competitive Intelligence, Roadmap Planning, Go-to-Market Strategy

EXPERIENCE

Principal Product Manager | Owl.co

JAN 2022 - AUG 2023, VANCOUVER, BC

- Led product strategy and prioritization for internal and customer-facing platforms for AI-driven insurance fraud detection platform.

Senior Product Manager | Amazon

DEC 2005 - JAN 2022, SEATTLE, WA & VANCOUVER, BC

- Led the product management function for the Digital Customer Experience and Technology teams at Zappos, a multibillion-dollar subsidiary of Amazon.
- Created methodologies and analysis models to identify and quantify top customer issues and unmet needs as a member of the team that conceptualized, launched, and championed the first structured Voice of the Customer (VoC) program at Amazon. Provided recommendations for customer experience improvements, over 50 of which were incorporated into next-generation products launched.
- Established and implemented a framework for analyzing unstructured customer data to identify and communicate trends in sentiment, product strengths, and improvement opportunities. Oversaw use of NLP/text analytics and data visualization to generate actionable, real-time reporting to leadership and internal partners.
- Owned new product launch reporting for 10+ digital and device products, gathering metrics and presenting insights to senior leadership.
- Analyzed sales and shipping speeds by postal code to develop a recommendation for the optimal launch offering of Amazon Prime in Canada, resulting in the immediate prioritization of expansion of Amazon's warehousing and fulfillment operations across Canada. Managed the implementation of Prime in Canada, including gaining resource commitments from 10+ teams.

EDUCATION

BrainStation | Diploma, Data Science

SEP 2023 - DEC 2023, VANCOUVER, BC

Kellogg School of Management, Northwestern University | MBA

SEP 1998 - JUN 2000, EVANSTON, IL

Princeton University | BA, History

SEP 1990- JUN 1994, PRINCETON, NJ

- *Magna Cum Laude*, Outstanding History Thesis Prize, NCAA Division I Soccer semi-finalist, Academic All-Ivy League

PROJECTS

Data Scientist | NHL Game Predictor Model

DEC 2023, CAPSTONE PROJECT

- Aggregated and cleaned 15 years of NHL game data, created machine learning prediction models using basic and advanced statistics.