

# Joshua Sunga

## DATA SCIENTIST

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## PROFILE

eCommerce professional pivoting to data science to optimize online customer experiences and facilitate informed decision making.

## SKILLS

### Programming Languages

Python

R

### Machine Learning Methods

Scikit-Learn

Tensorflow

Natural Language Processing

Keras

Pytorch

Funk SVD

### Data Analysis and Wrangling

Pandas

### Data Visualization

Matplotlib

Seaborn

Bokeh

Plotly

Tableau

### Big Data

Spark

Hive

AWS

### Databases

SQL

### eCommerce Analytics

Adobe Analytics

## EXPERIENCE

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### Senior Digital Analyst | Lululemon

JUN 2022 - PRESENT, VANCOUVER, BC

- Support the Product Discovery Team in improving UX through A/B testing analysis using Adobe Analytics
- Support A/B testing programs by ensuring that tests meet statistical significance before recommending production changes

### Merchandising Specialist | Clearly

FEB 2019 - MAY 2022, VANCOUVER, BC

- Utilized data from Adobe Analytics to inform customer retention strategy as well as optimize channel messaging
- Increased product review coverage on-site to 80% through follow-up email A/B testing
- Launched "Low Bridge Fit" assortment by coordinating assets with different teams to set up new site features, driving \$142K in revenue

### Digital Merchandising Specialist | Best Buy Canada

JUL 2016 - AUG 2018, BURNABY, BC

- Implemented a discount promotional campaign by coordinating with merchant and customer experience team on project alignment, culminating in \$400K revenue during off-season

### Operations Specialist | Lazymeal

FEB 2015 - JUL 2016, VANCOUVER, BC

- Spearheaded seasonal discount by coordinating with vendors, resulting in \$30K revenue increase

## EDUCATION

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### BrainStation | Diploma, Data Science

JAN 2022 - SEP 2022, REMOTE

### University of British Columbia | BA in Political Science

GRADUATED 2013, VANCOUVER, BC

## PROJECTS

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### Data Scientist | Video Game Recommendations Project

BrainStation Capstone Project

- Utilized product reviews, ratings, and metadata for the Amazon Video Games category to create a product recommendation system