

Ryan Timpe

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ryantimpe.com
New Haven, CT

Lead data scientist @ the LEGO Group with expertise in:

Marketing mix modeling
Multi-touch attribution

Managing data science teams
Data visualization

Times series forecasting
Survey data

The LEGO Group

Lead Data Scientist

2021 - present

Develop and maintain an in-house marketing mix model solution to estimate impact and profitability of media investments and other sales drivers. Use these models to optimize marketing approaches and allocate budget between audience and product groups.

Senior Data Scientist

2019 - 2021

Lead teams of internal and external data scientists to develop shopper lifetime value, multi-touch attribution, and trade marketing performance models. Automate these processes in Databricks and deploy to business stakeholders through PowerBI.

Marketing Effectiveness
Promotional Effectiveness
LEGO Retail data science

Interpret complex analytical studies and results for business stakeholders and provide guidance on applying machine learning models to real world applications.

Complete projects across the business on an ad-hoc basis to unlock data value by leveraging data science and machine learning tools to solve complex business problems.

Mentor team members in best practices; develop code and documentation that enables teams to efficiently use tools and work independently.

Recruit and on-board team members, including data scientists and engineers. Organize and track quarterly OKR (objectives & key results) for each data science product.

International Planning & Research

Principal Consultant

2017 – 2019

Project manager and lead analyst for market sizing and forecasting models. Combined machine learning techniques and domain knowledge to develop growth and market share projections for key areas in the technology industry. Shared model results and actionable insights with executive clients to inform short-term business and strategic planning.

Senior Consultant

2012 – 2017

Developed libraries and web applications in R (Shiny) for automated data analysis, visualization, model reviewing, outlier detection, and other common data tasks. Hosted regular R, Excel, and data analysis company-wide training workshops.

Consultant

2009 – 2012

Served as data visualization team lead for major client deliveries. Designed and built fully interactive graphics for use by executives to summarize and explain high-dimensional datasets.

New York Rangers Hockey

Independent Consultant
2016 – 2017

Built and maintained collection of interactive dashboards using SQL and R Shiny Server to analyze NHL team and player performance statistics customized to client's needs and definitions.

Completed predictive modeling and visualization on-demand projects, including automated post-game reports in HTML using R Markdown.

Created a player matching tool to support analysis and provide management with an advantage during free agent contract negotiations.

Econ One Research

Senior Analyst
2012

Provided economic and financial analysis to estimate monetary damages used during international contract arbitration.

International arbitration

Developed discounted cash flow models with interactive "what-if" scenario analysis, incorporating contract clauses and national laws.

Technical Skills

Strong

R, Posit / RStudio (Connect, Rmarkdown, Shiny)

Databricks

Excel & MS Office, VBA

SQL

SAS, HTML/CSS

Familiar

AWS

Python, C++

Javascript +D3

Hadoop, Hive, Spark

Tableau

Volunteer

Yale Peabody Museum

2014 – Present

Docent for weekend tours and special exhibits.

Administrative & data services

Peabody Associates Council, President

Education

Boston University

BA/MA Dual-Degree Program

May 2009

Master of Arts in Economics

GPA: 3.88

Bachelor of Art in Economics

GPA: 3.65 **Major:** 3.93

Magna Cum Laude

Talks

RStudio Conference 2020

Learning R with Humorous Side Projects

A brief tour of the paths I have taken to learn new data science and machine learning tools using unconventional data sources.

<https://www.rstudio.com/resources/rstudioconf-2020/learning-r-with-humorous-side-projects/>