EGECAN COGULU

Data Scientist

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Senior Data Scientist with 10+ years of experience in analyzing and interpreting data. Expertise in predictive modeling, A/B testing and causal inference.

SKILLS

Expertise	A/B Testing, Causal Inference, Forecasting, Machine Learning
Programming Languages	Python, SQL, MATLAB, Mathematica, C, R
Python Libraries	Numpy, Scipy, Pandas, Scikit-learn, Prophet, Matplotlib, Plotly
Other Tools	Looker, Tableau, Power BI, Git, GCP, Spark

EXPERIENCE

Sr. Data Scientist, Meta **Jun 2025 – Present**

- Strengthened Meta's attribution strategy by integrating experimentation, causal inference (DiD, PSM, synthetic controls), and incrementality frameworks to better reflect advertiser-industry measurement expectations.
- Led cross-functional efforts to standardize fair-credit rules for external measurement partners (MTA, MMM, GeoLift), resulting in a **0.1%** incremental revenue impact (**$160M/year**).

Sr. Data Scientist, Happy Returns, UPS **Nov 2023 - Jun 2025**

- Led the design, implementation, and analysis of multi-round A/B tests to evaluate the effects of choice availability on customer behavior, resulting in 4% increased foot traffic for preferred partners.
- Optimized shipping cadence of 10,000 unique shipping centers using statistical modeling and time series forecasting, saving ∼5% in shipping costs (**$50K/month**).

Data Scientist, Happy Returns, PayPal **May 2022 - Nov 2023**

- Developed a linear predictive model to forecast usage of shipping supplies for 10,000 locations, resulting in a 80% reduction in stock-outs.
- Created data visualization dashboards and reports using Tableau and Looker to track success metrics for cross-functional projects that were adopted by multiple departments.

Graduate Researcher, Center for Quantum Phenomena, NYU **Sep 2016 - May 2022**

- Collected and analyzed 100s of GBs of image data from electron microscopy experiments, using methods such as peak finding, edge detection, background subtraction, non-linear filtering and feature aligning. Developed interactive tools for 3D visualizations using Jupyter notebooks.

EDUCATION

New York University, New York **Aug 2015 - May 2022**

Doctor of Philosophy (Ph.D.), Physics

Coursework: Statistics and Data Science, Computational Data Analysis, Statistical and Computational Physics

Bogazici University, Istanbul **Sep 2009 - May 2015**

Bachelor of Science, Mechanical Engineering

Bachelor of Science, Physics (Double Major)

Coursework: Programming with Python, Probability and Statistics, Simulations in Physics, Mathematical Methods