

Egecan Cogulu

Data Scientist

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Senior Data Scientist with experience in advertising, e-commerce, and logistics. Expertise in experimentation, causal inference, and product analytics.

EXPERIENCE

Sr. Data Scientist, Meta

Jun 2025 – Jul 2026

- Led causal measurement for third-party ads attribution products, using propensity-score matching, synthetic controls, and difference-in-differences to measure 10% higher spend from adoption and quantified a revenue opportunity at Meta scale (\$160M/year).
- Drove the integration of view-through ads signals into third-party, cross-publisher multi-touch attribution models, expanding measurement beyond click-based attribution and enabling ~50% more attributed conversion credit compared to click-only models.
- Designed and analyzed randomized experiments for Meta's integration with third-party ads attribution platforms, diagnosing heterogeneous effects across advertiser attribution windows and identifying issues that led to a product change and ~10% higher attributed conversion credit.

Data Scientist, Happy Returns, PayPal / UPS

May 2022 - 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).
- Developed a linear predictive model to forecast usage of shipping supplies for 10,000 locations, resulting in an 80% reduction in stock-outs.

Graduate Researcher, Center for Quantum Phenomena, NYU

Sep 2016 - May 2022

- Conducted independent research for a Ph.D. in Physics, designing experiments and analyzing 100s of GBs of electron microscopy data using peak finding, edge detection, background subtraction, and nonlinear filtering. Developed interactive tools for analysis and 3D visualizations in Jupyter notebooks.

EDUCATION

New York University, New York

Aug 2015 - May 2022

Doctor of Philosophy (Ph.D.), Physics

Bogazici University, Istanbul

Sep 2009 - May 2015

Bachelor of Science, Mechanical Engineering & Physics (Double Major)

SKILLS

Expertise

A/B Testing, Causal Inference, Forecasting, Product Analytics

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