

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, experimentation 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 – July 2026
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- Led causal measurement for third-party ads attribution products, using propensity-score matching, synthetic controls, and difference-in-differences to measure 10% higher spend among adopters 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
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- 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 a 80% reduction in stock-outs.

Graduate Researcher, Center for Quantum Phenomena, NYU	Sep 2016 - May 2022
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- 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
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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
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Bachelor of Science, Mechanical Engineering

Bachelor of Science, Physics (Double Major)

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