

Steiner Abayie

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Data Scientist using SQL, Python, experimentation, and causal inference to inform product and marketing decisions. Partners with product managers and engineers to define metrics, evaluate experiments, and improve activation and retention.

WORK EXPERIENCE

JOHNSON AND JOHNSON - CONTRACTOR

Remote

Senior Data Analyst

Aug 2025 – Present

- Saved 100+ hours per month by automating reporting with SQL, Python, and Alteryx across millions of records, four global finance processes, and 39 business units.
- Reduced recurring data capture errors by 60% by implementing validation, reconciliation, and data governance controls to improve downstream reporting reliability.
- Reduced repetitive support requests by launching a Copilot process-documentation agent for the finance data team.

PLACER.AI

New York City, NY

Data Analyst - Sales & GTM Insights

March 2024 – February 2025

- Measured a 4% retention lift by evaluating outreach interventions against a holdout group, informing broader adoption of the retention strategy.
- Enabled targeted retention outreach by developing a Python and scikit-learn churn model using product usage and account features and deploying scores into a recurring GTM workflow.
- Supported customer segmentation and account prioritization by building SQL analytical tables from Salesforce account, opportunity, contact, and activity data.
- Enabled self-service analysis by building a Slack and Deepnote assistant that generated SQL from natural-language questions and returned answers from BigQuery.

THE SANDBOX

Miami, FL

Growth Data Lead

August 2022 – September 2023

- Informed the launch of a new web onboarding page by partnering with Product and Engineering on an A/B test that measured a 26% reduction in abandonment, following funnel analysis across 5.7 million users.
- Guided prioritization of a fix to Game Maker's core publishing button and flow by analyzing user drop-off and identifying friction in the publishing journey.
- Established US Growth experiment measurement by defining primary metrics, sample sizes, guardrails, and decision criteria.
- Informed a \$25M shift in marketing investment by segmenting users and identifying game creators as the highest-value cohort.
- Automated data ingestion for product and lifecycle analysis by building Airflow-orchestrated API-to-Redshift pipelines.

BLOCKFI

New York City, NY

GTM Analyst

June 2021 – August 2022

- Informed approximately \$10M in marketing budget reallocation by conducting incrementality studies that identified declining ROI among influencers with more than 1 million followers.
- Saved 80 hours per month by automating campaign and commission-structure measurement with SQL and Tableau.
- Guided marketing investment discussions by presenting quarterly acquisition and incrementality analyses to the CMO and Finance leadership.

CARTA

Seattle, WA (Remote)

Analyst

August 2020 – May 2021

- Analyzed customer onboarding behavior to identify friction points and segment-specific needs, informing process improvements that streamlined the client experience.

Education

CORNELL UNIVERSITY, CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT

Bachelor of Science in Applied Economics and Management 2020

Skills

SQL & Data Engineering: SQL, BigQuery, Databricks, dbt, Redshift, Alteryx, Python, Airflow, Hightouch, Data Reconciliation, Data Quality

Customer & Marketing Analytics: Salesforce CRM Data, Segment Customer Data, Customer Segmentation, Audience Analysis, Customer Lifecycle Analytics, Funnel Optimization, Account Prioritization, GTM Market Sizing, Marketing Incrementality, Attribution, Churn Prediction, LTV

Experimentation & Modeling: A/B Testing, Experiment Design, Causal Inference, Cohort Analysis, Forecasting, scikit-learn