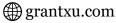# Grant Y. Xu

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EDUCATION

Carnegie Mellon University

GPA: 3.88/4.0

B.S. Statistics & Machine Learning
(Dec 2018)

B.S. Business Administration
(Dual Degree—May 2019)

SKILLS

Technical:

Programming: Python, R, C, HTML/CSS, pandas/numpy/scikit-learn, polars, Jupyter, Git

SQL Dialects: BigQuery, Snowflake, Oracle, SQL Server, Redshift, MySQL

BI: Looker, Tableau, Power BI, Domo, Periscope (Sisense), Google Data Studio

Data Stack: DBT, Census, Hightouch, Stitch, Fivetran, Rivery

Cloud: GCP, some Azure/AWS, Databricks, Delta Lake, Kubernetes, Airflow, Vertex AI

Other: Braze, Branch, Amplitude, Adobe Analytics, Google Analytics, Mixpanel, JIRA

Conceptual Skills:

• Quantitative and Statistical Analysis
• ML —Theoretical Understanding
• Technical + business communication
• Data Architecture / Stack Design
• Database Administration

• Project Management • Automation
• Predictive Modeling • A/B testing
• Upskilling teams • Lift Analysis
• Data Strategy • Simulations
• Chinese (proficient) • Data Pipelining
• Tech Migrations • Data Visualization

OTHER

Chess: FIDE Master, US Rating ~2400, FIDE rating ~2300 (top 0.2% of tournament players), play in top events nationally / internationally, PA State Champion 4 years in a row (2015-18), World Amateur Team Champion 2018, see grantxu.com for full details

EXPERIENCE

LeoVegas Group (Part of MGM Resorts)
(Tipico North America acquired by LeoVegas in Jun 2024)

Director of Analytics and Business Intelligence: Mar 2024—Present
• Lead the areas of analytics, business intelligence, and data science. Directly manage a team of 6 multidisciplinary analysts. One of the diligence and integration leads pre and post the LeoVegas acquisition.

Data Product Lead: Jun 2023—Mar 2024
• Oversee data strategy and execution for Tipico's data organization of ~15 members in data engineering, BI, analytics, data science, and Salesforce.
• Plan and prioritize data initiatives while managing the day-to-day work of team members and rolling up my sleeves as needed. Interface as a bridge between management/stakeholders and the data team.

Osmo Data Team Lead: Jan 2022-Jun 2023
• Lead a team overseeing gaming data architecture, marketing warehouse, and analytics stack. This included 50+ source pipelines, an analytics server processing millions of events from 30+ games/apps, and several BI tools.
• Responsibilities included data pipelining, analytics engineering (data modeling), reliability, governance, reporting, analysis, and QA. Point of contact for all data needs in the company, including for product, marketing, finance, and ops teams
• Architected analytics stack from ground up and worked with other teams around the company to consolidate data resources, break down data silos, streamline costs, and accelerate time to insight.

Kangaroo Head of Data and Analytics: May 2021-Dec 2021
• Lead all things data at Kangaroo, the company's data strategy, and roadmap. Planned and executed all data-related initiatives, including data engineering, data science, analytics, and visualization/reporting.
• From scratch with no existing analytics infrastructure, built out the company's core data stack (Fivetran, Snowflake, DBT, Looker, Census), and transitioned to a self-serve data platform and single source of truth.
• Served CMO, CTO, Heads of CRM/DTC/Retail, and product managers to bring data to where they needed it, created data tools and models, and generated insights. Examples included churn prediction, anomaly detection, product event tracking, and insurance risk modeling

NBA Manager, Product Growth & Analytics: Apr 2020-May 2021
• Managed the growth and maturity of the NBA Digital's data culture. Collaborated with product managers, engineers, marketing, social, DTC, and other teams to maximize sophistication and value of data analysis.
• Lead initiatives in A/B testing, ML+forecasting models, cloud migration, automation, and a multi-analyst user segmentation project
• Built foundational data infrastructure by engineering pipelines to connect siloed data sources and unlock new types of analysis/reporting
• Derived data insights from numerous clickstream and transactional data sources on the NBA's digital products to aid decision-making by the product team and top leadership up through the commissioner.

DraftKings Business Data Analyst: Jun 2019-Apr 2020
• Lead analyst generating insights for the rapidly growing iGaming function at its infancy. Mined enormous amounts of customer and transaction data, ran A/B tests, and built statistical models + forecasts
• Provided analytic support for CRM, marketing, accounting, and product teams by evaluating key business changes to understand impact and facilitate decision-making in a constantly evolving environment
• Developed analytic infrastructure such as automated scripts, databases, dashboards, and reporting tools via SQL/Python/R/ Tableau

Deloitte Technology Innovation Intern: Jun-Aug 2018

BNY Mellon Data Engineering Intern: Jun-Aug 2017

Tradestation Data Innovation Intern/Consultant: Jun 2016—Jan 2017