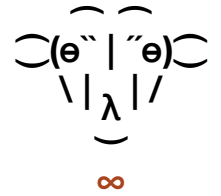


Erik Grönroos



Chief Analytics & AI Engineer

erik@8-bit-sheep.com

linkedin.com/in/groner

Tampere, FI



Erik is an observant analyst and business developer who's passionate about user experience, usability and details that add value to the customer. He gets motivated by intellectual challenges, has strong hands-on attitude and makes things happen. Erik is also an eager advocate of a data-driven experimental culture and one of his mottos is “stop guessing, let's test it and see what the data suggests” (with statistical power of ≥ 0.80 and p -value < 0.05 , naturally). Erik has founded the Analyst magazine (Analyttikko), Finland's first expert magazine in the field of Data Science, Analytics and Machine Learning, where he also serves as Editor in Chief.

Work

8-bit-sheep

March 2022 -

Chief Analytics & AI Engineer, Deputy Chief Information Security Officer

We help with problems regarding the digital in general and data in particular.

Analyttikko-lehti (Analyst Magazine)

September 2020 -

Founder, Chief Editor

A Finnish expert magazine in the field of Data Science, Analytics and Machine Learning. More info about the magazine (in Finnish): <https://analyttikkolehti.fi/>

Generaxion Finland

November 2020 - March 2022

AI/ML Lead, Senior Data & AI Architect, Data Protection Officer

Business development by utilizing and developing AI/ML technologies, automations and system architectures, including Data Protection Officer responsibilities.

MarkkinointiAkademia

October 2018 - November 2020

Leading Analyst

Analytics and Machine Learning development, data-driven business planning, consulting.

Key results:

- Several new analytics products developed, +1650% growth to the company analytics revenue
- 200% growth to production efficiency and capacity

Analytics and Data Science implementations and production solutions in more detail:

- Business cases from 100k€ to 30M€
- Advanced analytics, implemented hundreds of analytics apps and setups for clients and in-house
- Utilizing modern Machine Learning, Reinforcement Learning and Deep Learning methods, predictive modeling and exploratory analysis'
- Machine Intelligence automations
- Client classifications and modeling (+150k companies with +100 predictors)
- Automated client reporting built on top of R Shiny (utilizes custom ERP database + Google, Facebook and SEMrush API's)
- Custom analytics-based sales tool
- Custom ERP (Generaxion Hub), design and development based on business needs and implementation on data architecture
- Reverse engineering of Google's and Facebook's algorithms
- Google Analytics, Google Ads and Facebook Ads conversion tracking audits and data collection implementations (+2000 accounts)

Elisa

December 2004 - September 2018

Leading Web Analyst, Data and Analytics

I worked in several roles for nearly 15 years. My role included leading Elisa's Web Analytics development, implementing and analyzing omnichannel analytics, mobile app analytics, securing web data collection. Improving tracking and tagging methods for different business needs under user experience, digital marketing, data-driven development, A/B testing and growth hacking topics.

Providing support and insights to business stakeholders by helping them to understand and make use of their data.

Data science and data engineering related business analytics. Experimenting with data modeling, predictive analytics and machine learning.

Working with data platforms like Google Analytics, Tag Manager and BigQuery, R, Oracle, Netezza, Pega, Hadoop, MapR, S3, Redis.

Past projects include:

- Classification modeling with Random Forest and XGBoost
- Churn and retention analysis, auto-correlation cases
- Google Analytics and BigQuery data network visualization
- Aggregating customer attributes and predictors from Google Analytics data
- Developing custom R Sparklyr connector for utilizing huge datasets with R and Spark

Skills

Data Science

Machine Learning

AI

Growth Hacking

Analytics apps development

Web analytics development

CRO

Technical SEO

Google Analytics

Google Tag Manager

R

Python

SQL

PHP

JavaScript

Languages

English

Finnish

Full Professional

Native Speaker

Education

Pori Technical Institute (Porin Tekniikkaopisto)

December 1999 - December 2002

Telecommunication Telecommunications, Internet Technology
Mechanic