

Samuel Martin

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PROFESSIONAL SUMMARY

Healthcare product data scientist with 8+ years designing the A/B tests, causal studies, and AI evaluation frameworks that connect product features to engagement, retention, and clinical outcomes. Combines full-cycle experimentation depth with the SQL and Python fluency to author the telemetry schemas and behavioral metrics that evaluation runs on. Distills ambiguous engagement and clinical signal into causal evidence, exposing gaps in how AI features get measured, steering feature investment, and converting behavioral patterns into retention wins.

SKILLS

Experimentation & AI Evaluation: A/B Testing & Experimentation Design, Randomized Controlled Trial Design, Difference-in-Differences, Hierarchical Linear Modeling (Mixed Effects), Intent-to-Treat Analysis, AI Feature Evaluation Frameworks

Data Science & Tooling: Advanced SQL (BigQuery, PostgreSQL, MySQL), Python (Pandas, SciPy, Statsmodels, Scikit-learn), R, Tableau, Mixpanel, dbt, Git

Product Analytics & Healthcare Domain: User Behavior & Engagement Measurement, Conversion Funnel Optimization, Event Taxonomy & Telemetry Design, KPI Definition & Diagnostic Metrics, Healthcare Analytics (Claims, EMR, HEDIS)

PROFESSIONAL EXPERIENCE

Apree Health

San Francisco, CA

Lead, Product Analytics & Experimentation

May 2024 – Present

- Defined the measurement strategy for the AI Chat feature set, pairing a 30-day A/B test for leading engagement indicators with a 9-month Difference-in-Differences study for long-term outcome validation to deliver roadmap-pace evidence without sacrificing causal rigor.
- Designed and executed the organization's first outbound engagement RCT, proving a 3.45x lift in appointment booking conversion at a \$99 cost per acquisition against \$549 first-year value, then presented a sensitivity-tested \$1.1M scaling roadmap that secured executive buy-in for portfolio expansion.
- Led the Digital Solutions analytics function across 750+ enterprise clients and 5.5M users, mentoring a team of senior analysts and instituting the scope management frameworks that protect delivery velocity against competing client priorities.
- Authored the application's event taxonomy and telemetry schema across Provider Search, Drug Pricing, and Clinical Quality flows, specifying event triggers, data types, and tracking properties, reducing downstream JOIN complexity and enabling targeted product diagnostics such as zero-search-results analysis.
- Discovered that callback logging had been silently disabled in the telephony system, leaving outbound campaigns unmeasurable, coordinated with Engineering to restore the missing Queue Callback events, and codified the resolution into the Jira templates and SOPs that now govern all current outbound campaigns.

Senior Product Analyst

Apr 2022 – May 2024

- Isolated the causal impact of incentive strategies on user behavior using Hierarchical Linear Modeling (Mixed Effects), controlling for client-level variance to establish a best-practices framework that maximized engagement while optimizing spend.
- Engineered a custom Python ETL pipeline that fused disparate Marketing API streams with secure Electronic Medical Records, enabling closed-loop attribution of downstream clinical outcomes to upstream digital engagement campaigns.
- Built and maintained Tableau dashboards on product utilization, A/B test performance, user-experience flows, and risk-adjusted savings, owning the ETL workflows that fed them.

Extole Inc.*San Francisco, CA*

Head of Analytics

Jun 2021 – Feb 2022

- Defined the data platform roadmap, aligning Engineering effort with Product and Marketing objectives to support high-velocity A/B testing on the e-commerce referral platform.
- Launched the self-serve dashboards and reporting tools that cut analyst-bottlenecked reporting cycles and accelerated cross-functional decision velocity across Product, Marketing, and Customer Success.

Data Analyst

Jul 2019 – Jun 2021

- Modeled user behavior and marketplace dynamics to identify growth opportunities and optimize conversion funnels for the e-commerce platform using SQL, Python, and Tableau.

Playa Lakes Joint Venture*Lafayette, CO*

Associate Analyst / Associate GIS Analyst

Jan 2017 – Oct 2017

- Applied Random Forest modeling and geospatial analysis in R to evaluate environmental trends and inform data-driven conservation strategies.

EDUCATION

M.S. Environmental Biology, Regis University, Denver, CO

2017

Thesis: statistical modeling with Random Forest in R

B.S. Biology, Loyola Marymount University, Los Angeles, CA

2014