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# Eric McKnight

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emcknight.github.io

Business-focused data scientist with 7+ years of experience applying causal inference, experimentation, and modeling to drive decision-making in partner and sales ecosystems. Experienced in translating complex analyses into actionable insights for cross-functional teams.

## Professional Experience

### Intuit, Inc.

Aug 2022 – Present

#### *Senior Business Data Analyst/Data Scientist*

- Led observational causal inference studies to quantify the impact of 1:1 engagement between Partner Development Managers and service partners, applying IPTW, doubly robust estimation, and placebo validation to isolate treatment effects.
- Identified an 8–9% lift in new bookings within 30 days and partnered with Revenue Operations to translate results into a financial impact model that justified program expansion and additional headcount.
- Designed and executed a company-wide causal impact study assessing the value of user–partner engagement, influencing senior leadership to approve a pilot lead-sharing initiative and future experimentation roadmap.
- Owned end-to-end analytics and causal evaluation for the Service Partner program, informing product roadmap, GTM strategy, and partner investment decisions.
- Designed a scalable Salesforce data mart to enable self-service experimentation and standardized metrics across Sales and Partner teams.
- Built and validated machine learning models (e.g., propensity and classification) using scikit-learn and XGBoost, with feature engineering for high-impact business decisions.
- Developed scalable data science pipelines and inference frameworks on BigQuery and Databricks to support repeatable analytical processes.
- Partnered with product, engineering, and operations to deploy analytical frameworks that shaped strategic decisions and long-term roadmap prioritization.

### Delta Dental Insurance

Nov 2017 – Aug 2022

#### *Actuarial Analyst / Underwriter*

- Developed automated underwriting tools that reduced manual pricing effort by 80% and improved scalability of pricing operations.
- Built SQL- and BI-based dashboards to improve visibility into sales performance and compensation for senior leadership.
- Partnered with Product and Sales teams to align pricing automation with business needs and compliance standards.

## Education & Certifications

### Kennesaw State University

- M.S. in Computer Science, Dec 2023
- Graduate Certificate in Computer Science, May 2021
- B.B.A. in Finance, May 2017

### General Assembly

- Data Science Bootcamp (Linear Regression to NLP), July 2023

## Technical Skills

### Languages & Platforms

- Python, SQL, R, BigQuery, Databricks, Jupyter Notebooks, GitHub

### Modeling & Methods

- Causal Inference (IPTW, PSM, AIPW), Experimentation, Propensity Modeling, Predictive Modeling, Bayesian Methods

### Analytics & Visualization

- Tableau, QlikSense, Looker