

EFE PINAR

DATA, PRODUCT & GaaS EXPERT

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Principal Data Leader who drives game success through player insights at world-class companies (Supercell, Blizzard, Meta), with expertise across platforms (Mobile, PC, Console) and game lifecycles (early development, mature & evergreen LiveOps).

CORE COMPETENCIES

Technical: SQL, Python, R, AWS, BigQuery, Spark, Databricks | Tableau, Looker | Mobile, PC, Console

Expertise: Game Economy & Health Analysis, Player Segmentation, LiveOps Strategy, A/B Testing

Intrapersonal: Team Leadership, Cross-functional Collaboration, Remote Team Management

EXPERIENCE

Senior Data Scientist – Meta (2025-Present)

- Optimizing App advertising formats by leveraging mobile gaming UA expertise to drive higher performance and ROI for advertisers
- Forecasting growth and revenue impact on a strategic (3+ years ahead) and tactical level through project sizing & measurement

Principal Game Analyst – Hay Day | Supercell (2024-2025)

- Delivered strategic game and monetization analysis, shaping Hay Day's **2025 direction** and unlocking double-digit YoY revenue growth in 2024
- Architected enterprise level **A/B testing framework** to guide growth through experimentation

Principal Analyst – Space Ape Games (2023-2025)

- Led **analytics strategy across game portfolio** of 4+ games, driving product decisions from development to live ops and served as key liaison for the Supercell partnership
- Developed **game lifecycle analysis framework** transforming product strategy for existing games and guiding launch decisions for new games

Data Scientist – Meta (2022-2023)

- Converted sentiment to revenue impact using Customer Support data and causal inference models

Lead Game Analyst – Runescape | Jagex (2020-2022)

- Directed RuneScape analytics strategy, **driving product decisions through weekly leadership meetings**, generating record revenue through key player insights

Senior Analyst – Overwatch | Blizzard Entertainment (2018-2020)

- Delivered the key insights powering the franchise's resurgence globally & in emerging markets

Data Scientist – Yousician (2016-2018)