

Dan Yavorsky

Analytics at GBK Collective · Adjunct Professor at UCLA & UCSD

EXPERIENCE

GBK Collective

Head of Analytics

2022 – Present

Los Angeles, CA

- ▶ Lead the Marketing Science and Analytics function for all client engagements, from proposal to design, data collection, analysis, and reporting.
- ▶ Apply econometric, statistical, and machine learning methods to derive consumer insights and inform marketing strategy for clients such as Amazon, Charter, Google, and T-Mobile, often in collaboration with academic experts, including Eric Bradlow (Wharton), Mike Hanssens (UCLA), and Sam Hui (UH).
- ▶ Develop and maintain R packages and AI skills to implement and extend core analytic methods in survey-based research: `maxdiff` adapts `bayesm`'s hierarchical Bayesian MNL for varying choice-set sizes; `shapley` extends R-squared contribution over all predictor orderings to logit and ordered logit outcomes; `keydrivers` adds bootstrapped confidence intervals across eight complementary importance methods; and `turf` makes exhaustive bundle search tractable via C++ and parallel computation.

Bain & Co.

Manager, Advanced Analytics

2020 – 2021

Los Angeles, CA

- ▶ Performed marketing analytics to support strategic management consulting engagements, including conjoint analysis, maximum-difference scaling, customer segmentation, perceptual mapping, factor analysis, structural equation modeling, and other statistical and econometric analyses.
- ▶ Engineered ecosystem of statistical and machine learning models to enable media conglomerate to value content on its streaming platforms and optimize media licensing decisions.

UCLA Anderson

Graduate Student Researcher

2015 – 2019

Los Angeles, CA

- ▶ Supported Professors Rossi, Chen, and Honka on several research projects.
- ▶ Maintained and extended Prof. Rossi's `bayesm` R package, which implements Bayesian estimation of common microeconomic models in marketing.

Cornerstone Research

Analyst, Senior Analyst, Research Associate

2006 – 2014

San Francisco, CA

- ▶ Performed economic, financial, statistical, and causal impact analyses to support professors engaged as expert witnesses in over 100 commercial litigation matters related to consumer fraud, bankruptcy, forensic accounting, asset pricing, and other matters.
- ▶ Led substantial internal initiatives including firm-wide analyst training and West Coast analyst recruiting.

TEACHING

UCLA Anderson & UCSD Rady

Adjunct Professor

2021 – Present

Los Angeles & San Diego, CA

- ▶ Developed and teach masters-level (MFE and MSBA) courses in econometrics, R programming, and marketing analytics, as well as undergraduate courses in customer analytics and tools for data science.
- ▶ Slides, syllabi, and student evaluations are available on my [website](#).

☎ (+1) 951-201-0927

✉ dyavorsky@gmail.com

🌐 [dyavorsky](https://dyavorsky.com)

🌐 danyavorsky.com

📍 Los Angeles, CA

EDUCATION

PhD, Quantitative Marketing

UCLA Anderson, 2020

MBA, Management

UCLA Anderson, 2014

CFA Charterholder (inactive)

CFA Institute, 2012

BA, Economics & Mathematics

Claremont McKenna College, 2006

PUBLICATIONS

Author

Consumer Search in the US Auto Industry (QME, 2020)

SIFT: Search Conjoint (in progress)

Ordinal Dual Response in Choice-Based Conjoint (in progress)

Discrete Choice Model Estimation with R (book, in progress)

Contributor

Chen, Chevalier, Rossi & Oehlsen, The Value of Flexible Work (JPE, 2019)

Ursu, Seiler & Honka, The Sequential Search Model (QME, 2024)

`bayesm` R package — posterior samplers, vignettes, documentation

SKILLS

Methods

Statistics, Econometrics, Causal Inference, Bayesian Methods, Discrete Choice, Machine Learning

Languages & Tools

R, SQL, Tableau, Quarto, LaTeX, Git

Developing

Python, Julia, Vim

Interests

Applied Econometrics, Quantitative Marketing, Customer Analytics, Structural Models of Demand

PERSONAL

US citizen, married, two children

Train dogs, cycle, collect pocket knives, build mechanical keyboards, patinate boots, sip bourbon, lament ManUnited