



MIST 2018

Alana Aubin

Hello! I'm Alana.



About Me

- WPI alumna
- VP, Life Business Unit at EverQuote, Inc.
 - Consumer acquisition (traffic)
 - Distribution
 - Product
- Swimmer & coach on Charles River Masters



How I Got Here



Education

- Taunton High School '08
- WPI Actuarial Math BS '12
 - Sunlife Financial
 - The Mathworks
- WPI Financial Math MS '13



Graduating again... now what?

~~Coach swimming full-time~~

Professor referral to AdHarmonics



“Quantitative Analyst”



Career at AdHarmonics EverQuote

- Quantitative Analyst, SEM
- Senior Quantitative Analyst, SEM
- Manager, SEM
- Director, SEM
- Vice President, SEM
- Vice President, Life Business Unit

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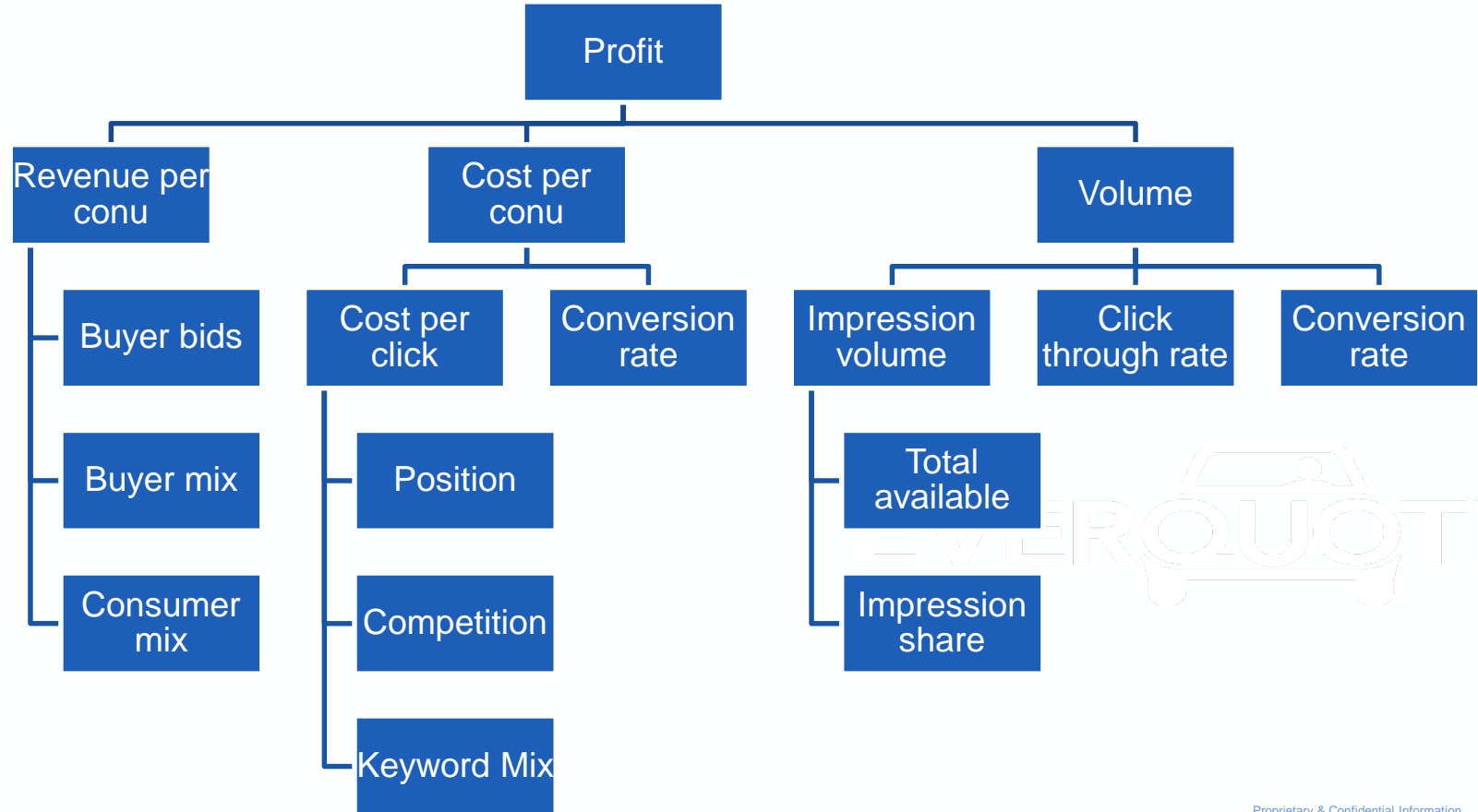
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How I Use Math at Work

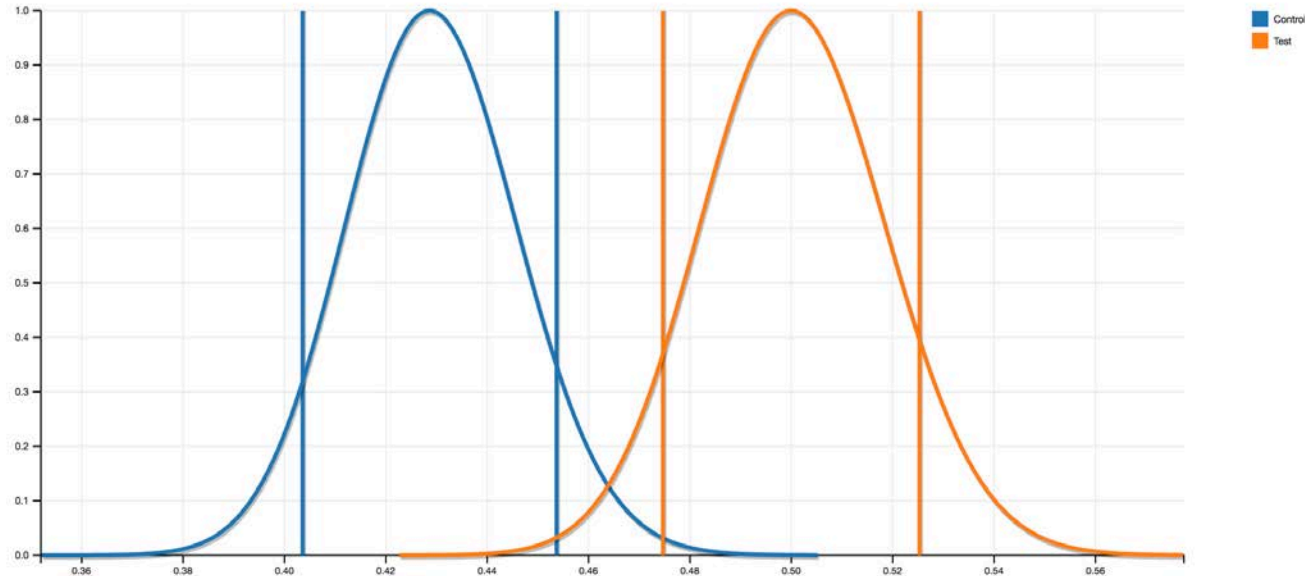


Example – Issue Diagnosis in SEM



Example – A/B Tests

- What kind of statistical test is appropriate?
- Understanding significance



NOTE

Example – Traffic Curve



Other Examples

- Trend analysis
- Vertical issue diagnosis
- Forecasting performance
- Lift opportunity analysis



Questions?



Thank you!

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