

# **Daniel McCarthy**

**Assistant Professor of Marketing at Emory University's Goizueta Business School**

Atlanta, GA, US

---

## **Description**

Daniel McCarthy completed his PhD in statistics at the University of Pennsylvania's Wharton School in 2017. McCarthy is also the cofounder and chief statistician of Zodiac, a predictive customer analytics platform. McCarthy's primary areas of research include Bayesian models, computational methods, customer lifetime value, and the marketing-finance interface. His articles have been published in leading journals, including the Journal of Marketing, the Journal of the American Statistical Association: Theory and Methods, Statistica Sinica, and the Annals of Applied Statistics. His work has also been featured in media outlets such as the Wall Street Journal, Fortune, Barron's, CBS, Slate, Business Insider, and The Motley Fool.

---

## **Topics**

Bayesian Computation, Customer Lifetime Value, Marketing-Finance Interface, Customer-Based Corporate Valuation

---

## **Education**

**University of Pennsylvania**

PhD Statistics

**University of Pennsylvania**

B.Sc Economics

**University of Pennsylvania**

BAS Systems Science Engineering

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).