

J PATTY

EXPERIENCE

Metis

New York, NY

Data Scientist · Sept. 2020 to Dec. 2020

12-week intensive data science bootcamp

Completed Metis that focused skills in programming, statistics, and machine learning. Designed, implemented, and presented five end-to-end data science projects, incorporating data acquisition and cleaning, database management, feature engineering, statistical modeling and inference, natural language processing, and visualization. **Selected projects include:**

- **Time-Series Analysis** - Compared Divvy bike share data to Chicago traffic congestion - utilized ARIMA to analyze 20 million Divvy bike rides and Facebook Prophet to compare the ride data to 19 million traffic congestion records which produced reliable forecasts for planning and goal setting
- **Natural Language Processing** : Analyzed Amazon Grocery and Gourmet Food Product Reviews - preprocessed over a million data points with Count Vectorization and TFIDF, utilized algorithms NMF and Spacy to conduct unsupervised machine learning technique topic modeling, and leveraged Tableau for data visualizations
- **Classification**: Predicted Startup Failure – utilized a Crunchbase dataset, tested multiple types of classification models including kNN, Naive Bayes, Gaussian, SVM, XGBoost, Random Forest, LogOdds, and ROC - AUC which increased the models prediction performance from 41% to 72% and built data visualizations in Tableau
- **Linear Regression**: Central America HQ – scraped HTML for US exports of consumer consumer-oriented products shipped to Central America from USDA's dynamic website with Selenium and extracted data from HTML with BeautifulSoup which was analyzed using Seaborn, sklearn and Matplotlib to predict best location for a regional HQ
- **Exploratory Data Analysis**: selected optimum times and locations to deploy street teams for a women's tech org. by analyzing NYC MTA turnstile data using Pandas, Numpy, Seaborn, Matplotlib, Geopandas, and Tableau

BDO

New York NY and Panama City, Panama

Strategy Manager, Global Consulting · Aug. 2014 to Aug. 2017

An international network of accounting, tax, consulting and business advisory firms.

Researched and established analytical frameworks and conducted business analyses. Performed quantitative and qualitative analysis, such as assessing the effectiveness of current processes and identifying opportunities for transformation. Collaborated and developed effective working relationships with a diverse set of internal and external stakeholders. Developed executive level presentations and reports.

- Conducted scenario planning, opportunity discovery, strategic roadmapping, consumer assessment and financial plans & analysis to determine go-to-market strategies for firms entering Latin America, generating \$300,000/year.
- Leveraged research, analytics, and industry insights to help design and execute a waste management program that increased collection 15%, reduced delays by 3 days, and lowered production costs 12%
- Managed a team of analytics professionals that employed quantitative tools to gain insights from municipal data which identified a coherent strategy for a Spanish recycling firm's expansion into Panama

VOICE, S.A.

Panama City, Panama

Co-Founder/Managing Partner · Jan. 2013 to Sept. 2014

A live entertainment company built around consolidating concert promoters into a global network and providing best in class entertainment experiences.

Managed the overall project delivery, systems implementation and operations. Recruited and managed a 65-person multi-disciplinary team dedicated to overseeing the planning and delivery of all operational tasks, support all major on-sale launches, and on-site ticket office operations.

- Licensed and expanded U.S. brand "Life In Color" into Panama, generating revenues of \$750,000 by developing and executing multi-channel marketing programs to grow fan engagement and drive sales
- Drove the creation and implementation of LIC marketing initiatives, including cross-channel marketing campaigns and activation plans that outperformed forecasts by 33%
- Generated \$100,000 in project financing by forming strategic partnerships with Sony, SABMiller, and Converse

The Cordish Company

Louisville, KY

Director of Marketing , Fourth Street Live! · Aug. 2012 to Apr. 2013

An investment firm that engages in real estate development and private equity holdings in the U.S. and internationally.

- Owned and managed the digital marketing strategy and budget for multiple programs and channels such as email, paid search, natural search, banner ads, promotions, and paid social which grew sales 20% in eight months
- Built and deployed email & ad campaigns using standard campaign management tools and managed the entire process including campaign set-up, audience selection, proofing, QA, and scheduling that improved customer acquisition by 28% in the Midwest region

Louisville, KY

Partner Marketing Manager, Entertainment Consulting International ·

Feb. 2008 to Aug. 2012

- Pioneered a marketing program (SEO, SEM, mobile, social, print, TV, radio and OOH) that averaged an 8% sales growth rate per year over 4 years
- Increased engagement and conversions 30% by designing an on-line reservation system into company's website

CONTACT

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SUMMARY

J holds a BS in International Business from Indiana University and an MBA from the University of Washington. Previously, he served as Strategy Manager, Global Consulting for BDO Panama where he researched and established analytical frameworks and conducted business analyses. Furthermore, J licensed and expanded U.S. brand "Life In Color" into Latin America, where he managed the overall project delivery, systems implementation, and recruitment of a 65-person multi-disciplinary team. His appreciation of data mining, problem-solving, and programming led him to pursue a full-time career in data science.

SKILLS

DATA SCIENCE

Python

R

Pandas

Numpy

Git

Version Control

SQL

APIs

Command Line

Data Cleaning

Data Manipulation

Spacy

Probability and Stats

DATA VISUALIZATION

Tableau

Flask

Streamlit

EDUCATION

University Of Washington

Masters Business Administration 2020

2019 VP of Student Affairs, 2020 Class Representative,

Finance Club

Indiana University

BS International Business and Marketing 2012