

# MATT SEGALL

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## SKILLS

### LANGUAGES, LIBRARIES & TOOLS

Python  
Pandas  
Numpy  
Scikit-learn  
Git  
Web Scraping  
(Beautifulsoup/Selenium)  
Excel  
SQL

### STATISTICAL METHODS & MACHINE LEARNING

Regression  
Classification  
Hypothesis Testing  
Probability  
Bayesian Statistics  
NLP  
Clustering  
Dimension Reduction  
Bayesian Statistics

### VISUALIZATION

Matplotlib  
Seaborn  
Tableau

### PERSONAL

Leadership  
Time Management  
Communication  
Community Building  
Improvisation  
Emotional Intelligence

## PERSONAL INTRERESTS

- Jazz saxophone
- Regional cuisines
- Running
- Cycling

## EXPERIENCE

### Metis Data Scientist

Oakland, CA  
Jan. 2021 to Mar. 2021

*Metis is a highly-competitive, top-ranked data science bootcamp focused on python, statistics, machine learning, data analysis, data visualization and database management.*

Designed and executed four end-to-end projects utilizing data acquisition, cleaning and modeling to derive insights and present to technical and non-technical audiences. Through these projects, along with coursework, deployed machine learning tools and concepts, data visualization, database management and other key data science skills. **Projects include:**

#### WTWY Street Team Optimization

- Investigated NYC subway ridership and census data with pandas, matplotlib and seaborn
- Provided fictional non-profit with recommendations to maximize impact with placement of street team advertisers

#### Wine While Blind

- Scraped ratings and related data for 10,000 wines from Vivino using beautifulsoup and selenium
- Performed feature transformations to identify regional winemaking specialties
- Built regularized linear regression model (LASSO) to predict Vivino user rating

#### Spotify Genre Classifier

- Collected data on 8,000 songs through Spotify API
- Built and scored six classification models, including random forest and xgboost
- Assigned songs to a genre based on proprietary musical attribute features with 76% accuracy

#### Trump Tweet Analysis

- Gathered 20,000 tweets from campaign announcement through end of presidency
- Performed text vectorization (count-vectorize, tf-idf, etc.) and topic modeling (LDA, NMF, etc.)
- Investigated trends in Trump's tweet topics and style throughout his tenure and in response to specific events

#### Evidence-Based Reading Practice for Students

- Designed a tool to promote childhood literacy by allowing teachers to assign reading practice based on specific factors
- Combined NLP techniques (document vectorization with custom parsers, dimension reduction) with teacher interviews for holistic approach to solving real-world problem
- Laid groundwork for marketable product

### David Brower Center Finance and Operations Manager

Berkeley, CA  
Jan. 2020 to Aug. 2020

- Owned all operational accounting duties for \$2m+ organization including accounts payable, accounts receivable, payroll, monthly financial close, analysis and reporting
- Informed business decisions through financial statement and budget-to-actual analysis
- Identified and solved key areas of noncompliance resulting in risk mitigation

### Chewse Merchandising Analyst

San Francisco, CA  
Sept. 2018 to July 2019

- Identified sources of waste, implemented related process changes which cut food cost by 17% globally
- Led team dedicated to automating curation of customer meal programs
- Increased customer satisfaction by 76% for owned accounts

### Cleveland Public Theatre Business Manager

Cleveland, OH  
Dec. 2015 to June 2018

- Served as interim CFO and General Manager, charged with leading all administrative and operational functions
- Performed monthly forecasting in scratch-built Excel financial model
- Consistently beat monthly close deadlines, owned entire process
- Drafted \$3m+ organizational budgets

## EDUCATION

Oberlin Conservatory of Music  
B.Mus Jazz Studies 2015

Oberlin College  
B.A Economics 2015