

RYAN RICHBOURG

DATA SCIENTIST

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PROJECTS

Analyzing the MTA Subway Traffic Dataset

- Prepared and cleaned MTA turnstile data for exploratory data analysis
- Analyzed trends in the data to extract insights and craft a canvassing strategy for an NYC summer gala

Ten(t) out of Ten! A Data-Driven Design to Market Research with Linear Regression Models

- Built a new dataset by scraping product specs of camping tents from REI.com and Backcountry.com
- Predicted customer satisfaction ratings by creating and evaluating linear regression models

Loser or Legend? Predicting E-Sports Outcomes with ML Classification Algorithms

- Predicted whether someone will win or lose a League of Legends game based on data from the first 10 minutes
- Achieved 72% accuracy by tuning and cross-validating binary classification models with an interpretable ensemble method
- Deployed a Streamlit web app built on the final model

Ryan's Raptitude Recommender: Getting Better at Being Human with Natural Language Processing Techniques

- Conducted topic modeling on 700,000 words from David Cain's blog, Raptitude, to cluster 500+ articles into 10 main topics
- Created an article recommendation system using TF-IDF word vectorizer, non-negative matrix factorization (NMF), and cosine similarity

Marketing Meets Machine Learning

- Analyzed the latent topic distributions of 7500 posts scraped and cleaned from Seth Godin's marketing blog
- Aggregated the document topics into a matrix to create an article recommendation system based on content similarity
- Developed and presented an interactive web app using Streamlit and Heroku to showcase the project results

SKILLS

LANGUAGES: Python, HTML/CSS, SQL

DATA VISUALIZATION: Matplotlib, Seaborn, Plotly, Tableau, Flask, Streamlit, Bokeh

LIBRARIES: NumPy, Pandas, Scikit-learn, NLTK, Keras, BeautifulSoup, Selenium, XGBoost, SciPy, Statsmodels, Gensim, Regex

MACHINE LEARNING TECHNIQUES: Linear Regression, Logistic Regression, KNN, SVM, Decision Trees, Random Forest, Naive Bayes, Boosting, PCA, K-means, DBSCAN, Ensemble Models, Neural Networks, NLP, Topic Modeling, Collaborative Filtering, Recommender Systems, Time Series Analysis, Dimensionality Reduction, Regularization, Gradient Descent, Cross-Validation, Bias-Variance Tradeoff

CLOUD / DATA STORAGE: Git, AWS, PostgreSQL, SQLAlchemy, DBeaver, MongoDB, PySpark

EXPERIENCE

Metis Remote
Data Scientist June 2020 to Sept. 2020

- Metis is an ACCET accredited 12week immersive data science bootcamp focused on project oriented learning
- The core curriculum is centered around Python, statistics, supervised and unsupervised machine learning, exploratory data analysis, databases, and visualization techniques
- Completed five self-designed data science projects from conception to presentation; including data collection, data management, exploratory data analysis, modeling, and visualizations

Gnarathon Waco, TX
Race Director 2013 to Current

- Organize and host the largest annual downhill skateboarding race in Texas

Backcountry.com Salt Lake City, UT
Customer Support Specialist 2018 to 2019, 2018 to 2019

- Connected people with their outdoor passions by sharing recommendations based on expert gear knowledge
- Enhanced customer satisfaction by resolving problems efficiently with empathetic, loyalty-inspiring and personalized customer support via phone, live chat, and email
- Surpassed 175% combined weekly performance metrics by 3rd month

Qualtrics Provo, UT
Account Executive 2017 to 2018, 2017 to 2018

- Exceeded monthly pipeline generation metrics by prospecting cold and warm leads through phone and email drip campaigns
- Consulted with clients on their research objectives and advised on statistical methodology to qualify potential new business opportunities
- Achieved team quarterly revenue targets by negotiating business sales with external partners while managing internal project facilitation

Summit Climbing Yoga Fitness Grapevine, TX
Event Marketing Manager 2019 to 2020

- Developed the strategy and execution of the community events program to increase revenue and customer loyalty
- Accelerated the growth of several social media marketing channels, especially Instagram from 8k to 12k followers in 2019 with average engagement rates of 3 to 4 percent

EDUCATION

Baylor University 2012 to 2017
B.B.A. Supply Chain Management
B.B.A. Entrepreneurship & Corporate Innovation