

EXPERIENCE

Metis New York, NY
Data Scientist June 2020 to Sept. 2020
Completed an intensive 12-week accredited data science bootcamp. Selected projects include:

Bank Marketing – Predicting Whether an Existing Client Will Subscribe to A Term Deposit

- Leveraged Pandas to explore banks' telemarketing campaign gaining insight within their customer base
- Evaluated qualitative & quantitative data to determine features indicating highest likelihood of subscription
- Predicted clients' response to telemarketing efforts & created a target profile for future marketing campaigns
- Developed Tableau dashboard monitoring account conversions and marketing efficiency to reduce undesirable advertisement

Twitter Customer Support – Examined Customer Inquiries to Apple & Amazon Social Media Account

- Utilized NLP techniques (topic modeling/NMF and sentiment) to surface overall interaction between customer & company
- Explored corpus via ScatterText identifying distinguishing terms as well as topic signals
- Created Tableau dashboard to visualize sentiment across topics & companies' responses

What Are Those? – Classify Sneakers by Brand

- Leveraged BeautifulSoup4 & Selenium to scrape 17,000 images from sneaker websites
- Trained Keras VGG16 model to classify sneakers across six target brands
- Designed a Recommender System that suggest similar sneakers

Inovalon Bowie, Maryland
Data Analyst Aug. 2019 to Mar. 2020

- Guided client discussions to manage data quality for both existing & new clients
- Completed ad-hoc requests related to data investigations, follow-ups on analysis results, or additional client inquiries
- Performed monthly analysis/integration on health care data including pharmacy, clinical, claims, member, provider files for 15 clients using various tools
- Created data mapping, loading, & integration processes leveraging Informatica BDM
- Designed quality rules while implementing cleansing, parsing, standardization, & validation patterns

T Rowe Price – Contractor Owings Mills, MD
Business Analyst Sept. 2016 to Aug. 2019

- Partnered with data owners to define appropriate technical & business intelligence solution's
- Produced quality processes & procedures based on firm's strategic guidance
- Conducted stakeholder sessions to gather, define, & document business requirements
- Identified business needs & defined KPI's by collaborating with stakeholders/user audience
- Maintained relationships with business functions to validate findings for quality data & reporting that drive strategic decisions
- Tracked & documented changes to business & functional requirements

Business Intelligence / Data Analyst

- Designed & developed intricate dashboards based on business requirements with Qlik Sense/Tableau
- Performed complex organizational resource forecasting, budget, & financial/data analysis
- Created API connections to various sources for data extraction & integrating into dashboards
- Interpreted & aggregated data to support logical recommendations to leadership team
- Innovated organizational solutions using various technologies for data collection, aggregation, & reporting initiatives
- Translated business requirements into test scripts, executed test against dashboards, & documented results
- Leveraged SQL & scripting languages to troubleshoot, remediate data, & performance issues

Wells Fargo Metuchen, NJ
Banker June 2015 to Sept. 2016

- Provided a broad range of financial & credit services with the goal of acquiring 100% of the customers' business
- Devoted time in building long term relationships with customers in person and by phone
- Developed an ability to deepen the understanding of customers' financial needs & provided the proper solution
- Managed customers' portfolio, maintained relationships & cross-sold products & services
- Acquired the competency to resolve difficult customer situations effectively while providing excellent service & ensuring the highest level of customer satisfaction
- Engaged in conversation with customers & prospects to build rapport & uncover unmet financial needs to ensure customers achieve financial success
- Developed a proficiency in problem-solving skills & critical thinking to assist customers meet their financial needs

CONTACT

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EDUCATION

Clark Atlanta University, Atlanta, GA
BA Business Administration 2014
Concentration: Finance
Minor: Computer Science

SKILLS

MACHINE LEARNING

Regression
Classification
Natural Language Processing
Image Classification
Neural Networks
Logistic Regression

PROGRAMMING

Python
SQL
NLTK

VISUALIZATION

Tableau
Qlik Sense
Matplotlib
Seaborn

DATABASES

PostgreSQL
GreenPlum
MongoDB

LIBRARIES & FRAMEWORKS

Python
Numpy
BeautifulSoup
Scikit-Learn
Pandas
Scattertext
Selenium