KATERINA BOSKO, PhD

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GitHub: k-bosko | LinkedIn: k-bosko | Portfolio: www.cross-validated.com

SKILLS

Python (pandas, numpy, scikit-learn, nltk, matplotlib, seaborn, etc), SQL, Tableau, R, MS Excel, Machine Learning, Statistics, Git, Command Line, Jupyter Notebook, Google Analytics

WORK EXPERIENCE

Data Science/Customer Analytics   Feb 2018 – present, Self-employed, SF Bay Area

- Developed own website/blog to showcase projects: http://www.cross-validated.com/ (~400 monthly visitors according to Google Analytics)
- Worked on Customer Behavior, Business Intelligence & Marketing Analytics projects:

Customer Segmentation for a Marketing Campaign

- Applied unsupervised Machine Learning tools (PCA & K-Means clustering) to identify target audience for promotional offers in Starbucks Rewards Mobile App;
- Recommended to correct conversion tracking to save $70k/mo.

Customer Analytics for Online Retailer

- Calculated key marketing metrics: monthly Retention Rates based on cohort analysis; RFM Scores and retention-to-churn based Customer Lifetime Value (CLV).

Tableau Dashboard for Watershed Properties

- Extracted relevant data with MySQL queries & created Tableau dashboard;
- Recommended to convert 15 residential properties into short-term rentals with forecasted profits of $765k/yr.

Financial Performance Prediction of IPOs

- Scraped, cleaned and merged IPO data from NASDAQ and Yahoo Finance;
- Built predictive models (Logistic Regression, GradientBoost, RandomForest) to predict IPO success on its first day of trading. Attained f-beta score that maximizes precision of 0.63 with Logistic Regression ($38 gains versus $34 losses with naïve approach).

Research Assistant   Oct 2013 - Jan 2018, University of Bremen, Germany

- Developed high impact research and content of online biweekly digest ("Ukraine-Analysen", 3500+ subscribers)
- Created 400+ data visualizations in Excel
- Collaborated with 100+ researchers worldwide
- Wrote 30+ analytical articles and presented at 25+ public events
- Increased subscription base by 35%

PhD Candidate   Aug 2009 - Sept 2013, University of Bremen, Germany

- Scraped elections data and analyzed it in Excel
- Applied Survival Analysis in R to model turnover of deputy ministers

EDUCATION

- PhD in Political Science   University of Bremen (Germany) '17
- MA in International Relations   University of Eichstätt-Ingolstadt (Germany) '09
- BS in Data Analytics for Social Sciences   Khmelnitskyi National University (Ukraine) '07

CERTIFICATIONS

- SQL for Business Analysts   DataCamp Skills Track '20 (in progress)
- Marketing Analytics with Python   DataCamp Skills Track '20
- Digital Marketing   Udacity Nanodegree '20
- Data Scientist   Udacity Nanodegree '19
- Mathematics for Machine Learning   Coursera Specialization'19
- Predictive Analytics for Business   Udacity Nanodegree '18
- Excel to MySQL: Analytic Techniques   Coursera Specialization '18
- Business Foundations   Coursera Specialization '18