Charles Bloomberg

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PROFESSIONAL SUMMARY

Data scientist with XX years of experience in data analytics. Strong understanding of data modeling, statistical methods, and predictive analytics using machine learning algorithms. Experience in business intelligence and data analysis for sectors, including retail and technology.

DATA SCIENCE EXPERIENCE

Marketing Data Scientist | Company A | New York, NY | June 2021 – Present

- Applied clustering analysis to unstructured data (extraction, transportation, integration) by writing a machine learning algorithm that enhanced resource allocation for sales teams by reducing bias and using more correct data, increasing sales by 20%.
- Developed a new ETL pipeline using a python script that utilized data from the SQL Server, Salesforce Marketing Cloud Environment to reduce the runtime of the company's core BI model by more than 50% and process more than 1TB of data.
- Collaborated with global data teams to develop ML algorithms as part of a customer retention project that resulted in a 2% growth in customer retention rates.
- Reinforced a significant improving conversion rate by 12.5% through A/B testing and multivariate analysis to measure the impact of features on crucial business metrics, including average profit and average profit, with the help of a team of 3 Data Analysis.
- Implemented an NLP model to classify text data into different topics to suggest the following action when dealing with a customer, which led to a 7% reduction in customer support time, as measured by a metric of average response time for each topic.

Senior Business Intelligence Developer | Company B | New York, NY | June 2020 – June 2021

- Boosted business performance by implementing PowerBI's data visualization tools to create and share tens of complex reports and dashboards solutions with departments, supplying tangible insights to aid business decisions by writing SQL queries, stored procedures, and views.
- Developed and supported complex reports using Microsoft BI tools that measured vital business metrics such as sales figures, revenue, user acquisition, and inventory levels by building SQL queries, analyzing data, and creating visualizations.
- Collaborated with internal stakeholders to generate integrated information delivery solutions by helping workshops, presenting data analytics results, and completing data models.
- Contributed to the growth of business intelligence development productivity by 15% and reduced business intelligence engineer costs by 10% by creating a tool to automatically extract data from the data warehouse and transform that into valuable information, thus reducing the need to remove data manually.
- Reduced weekly workloads to 3 hours by creating a series of weekly and monthly dashboards that allowed the analysts to find and correct any issues quickly.
- Examined online user behavior data to find the factors influencing purchases,s and developing a marketing plan to meet those drivers could elevate conversion rates by 5%.

Data Analyst & Business Intelligence Expert | Company C | New York, NY | June 2019 – June 2020

- Improved company production processes by applying data mining practices to detect anomalies in data, which led to powerful characterizations and implementation of features and metrics in the company's core products.
- Levelled up business intelligence practices by writing and perfecting advanced SQL statements.
- Developed and implemented strategies, conducted research, developed measures to evaluate performance, and delivered insights as part of managing and leading pilots with businesses such as Coca-Cola, Canada AB InBev, and Subways. These projects resulted in significant growth by tens or even hundreds of percent. For instance, over 8 months, the company's client base in Canada increased by 800 percent.
- Created and ran 7-day value creation workshops for three large clients across five countries, resulting in higher data quality and business value.
- Trained Four team members in business intelligence techniques, focusing on data analysis, report creation, and data visualization, judging by the team's consistent on-time report delivery.

EDUCATION

BS in Industrial Engineering and Management | New York University | Minor in Information Technology | New York, NY | 2015

SKILLS

Microsoft SQL Server, Python (Numpy, Pandas, etc.), Business Intelligence (BI), Statistical Analysis Machine Learning Algorithms, Salesforce.com Administration, Interpersonal Communication, Microsoft Excel, Big Data Analytics, Data Mining, Data Analyst and Analytical Skills.