**Teena Martin**

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**Professional Summary**

Experienced data scientist specializing in statistical modeling, data visualization, and machine learning. Skilled in Python, R, and MATLAB with a proven track record in delivering actionable insights and optimizing business processes through data-driven strategies.

**Skills**

* Data Analysis & Interpretation
* Predictive Modeling & Machine Learning
* Statistical Analysis & Hypothesis Testing
* Data Visualization & Reporting

**Experience**

**Senior Data Scientist** XYZ Solutions, Sometown, USA

* Spearheaded a project to develop a recommendation engine using collaborative filtering, increasing user engagement by 30%
* Analyzed customer behavior using advanced analytics techniques, leading to a 20% improvement in marketing campaign effectiveness

**Data Analyst** ABC Insights, Anytown, USA

* Conducted time series analysis to forecast sales trends, improving accuracy by 15%
* Implemented data cleaning and preprocessing pipelines to streamline data workflows

**Education**

**Bachelor of Science in Statistics** University of Business, Sometown, USA

**Certifications**

* Microsoft Certified: Azure AI Engineer Associate
* SAS Certified Predictive Modeler using SAS Enterprise Miner

**Projects**

* **Customer Segmentation Analysis**: Utilized clustering algorithms to segment customers based on purchasing behavior, increasing targeted marketing efficiency by 25%.