

# CHRIS MARTIN

## BUSINESS INTELLIGENCE ANALYST

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I'm an adaptable innovator in data science with proven success mining, manipulating and cleansing data in order to discover patterns and convey layers of disparate information. I am quick to absorb new technologies, and as an agile learner I will provide cohesive, consistent insights and results to steer cross-functional projects through the lens of data.

### SKILLS

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- **Coding:** SQL, Python, R, JSON, HTML, PHP, NumPy, Pandas, Scikit-learn
- **Data Visualization:** Power BI, Matplotlib, Seaborn, Folium, Plot.ly
- **Software:** Microsoft Excel, Microsoft WordPress, Git, Microsoft Azure, Spark, Google Sheets
- **Statistical Methods:** Hypothesis Testing, Probabilities, Confidence Intervals, Bayesian Statistics
- **Machine Learning:** Neural Networks, Linear/Logistic Regression, Classification, Feature Engineering, K-Nearest Neighbors, Model Evaluation, Cross-Validation, Natural Language Processing

### EXPERIENCE

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#### GENERAL ASSEMBLY

Remote

#### DATA SCIENCE IMMERSIVE

2021

- Acquired, cleaned, and explored large datasets using Python, SQL, and R in order to present findings to both technical and non-technical partners.
- Completed 18 labs focused on real-world applications of data science principles and best practices.
- Completed a Capstone project which utilized machine learning techniques to explore the correlation between quarterly outcomes of NFL games and the final scores of those contests.
- Encoded and feature engineered historical data to construct a random forest classifier model which could help predict structural damage to buildings in earthquake-prone areas in Nepal.
- Developed a Natural Language Processing model that leveraged vectorization and modeling to classify subreddit posts.

#### THE DATA INITIATIVE

Scottsdale, AZ

#### DATA SCIENTIST

2018 – 2020

- Maintained a database of more than 10,000 documents, web pages, publications, and other files for a startup enterprise.
- Administered the company's Microsoft Azure cloud computing service, including user permissions, data storage, and cost-monitoring.
- Designed and created internal processes to improve efficiency in procuring, curating, and distributing data within the organization and onto the company's platform.
- Combined three disparately organized datasets listing cannabis-licensed businesses in California into a single, standardized master database.
- Identified, implemented, and trained colleagues on specific web-based tools (including Azure Data Storage Tool and Website Watcher) to increase efficiency and productivity.
- Leveraged existing data to design and create illustrative, informative charts highlighting important trends for clients.
- Revised, documented, and designed flowcharts of complex methodology files, including metrics and formulas, for a proprietary risk index algorithm.

#### SCORESQUARE

Fountain Hills, AZ

#### FOUNDER

2013 – 2016

- Integrated a love of both patterns and sports to create, develop, and promote ScoreSquare, an interactive, sports-themed online prediction game.
- Employed extensive use of self-taught SQL, PHP, and HTML with additional Python and Java to build a website, database, and user-friendly portal.
- Performed quality assurance testing to improve game-playing experience.

## EDUCATION

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### GENERAL ASSEMBLY

Data Science Immersive Program

Remote

2021

### MICROSOFT/edX

Data Science Program

Remote

2017 – 2018

### TEXAS CHRISTIAN UNIVERSITY

B.S. in Radio/TV/Film (Minor: General Business), *magna cum laude*

Fort Worth, TX

1987 – 1991

## INTERESTS

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### SPORTS PUBLIC ADDRESS ANNOUNCING

Los Angeles Angels of Anaheim (MLB spring training)

SMU men's/women's basketball (NCAA)

Arizona State softball/women's soccer (NCAA)

College baseball (NCAA)

FC Dallas (MLS)

Various locations

2009 – 2020

### LIVE SPORTS BROADCASTING

SMU Football (TV)

SMU men's/women's basketball (TV)

Northern Arizona University football/basketball (TV/Radio)

Phillips University men's/women's basketball (Radio)

High School sports (TV/Radio/Internet)

Amateur soccer (TV)

Various locations

1991 – 2020