Kendall Jackson

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SKILLS & LANGUAGES

Languages & Databases: Python, SQL, JavaScript, R, CSS, HTML, VBA | MySQL, MongoDB, PostgresSQL, ETL Process
Data Manipulation & Visualization: Pandas, Numpy, Matplotlib, Plotly, Beautiful Soup, Seaborn, D3.js, jQuery
Other: Flask, Heroku, Git, Tableau, Big Data Analytics (Hadoop), TensorFlow, Sklearn, Statistics

WORK EXPERIENCE

BitBroker Labs **Berkeley, CA**
Data Science & Business Development Intern *May 2019 – September 2019*

- Analyzed user data from Mixpanel, Usabilla, and SQL to find patterns in user interaction between 100+ customers and clients weekly, providing suggestions on how to scale website through multiple channels.
- Refactored HTML, CSS, and jQuery code based on A/B test results which increased click through rate by 15% and improved website usability for 250+ visitors daily.
- Built $250,000 in capital and partnerships through CRM including HubSpot, resulting in multiple partnership with SBM companies including Product Hunt, Tech Crunch, Berkeley SkyDeck and Welcome.ai.

Boies Schiller Flexner LLP **New York, NY**
Litigation Paralegal *June 2017 – December 2018*

- Consulted high profile clients by researching, analyzing, and QCing various documents using legal databases to aid attorneys.
- Acted as Analytics /Tech Lead during the US v. Galanis trial, writing algorithms in VBA based on acquired data, creating efficient processes and visualizations such as graphs, and charts for the jury, and using statistical analysis that lead to a Rule 33 motion

RR Donnelley **New York, NY**
Data Analytics Intern *June 2016 – August 2016*

- Collected Big Data in Hadoop and used Tableau to devise efficient routes for product deliveries, resulting in cost and time optimization by 21%.
- Implemented and designed KPI dashboards using Python and JavaScript, presenting current and future state findings to 10+ senior management executives including the CEO, VPs, and Managers.
- Created a database with PostGresSQL, aggregating market research on competitors using R to drive development of 3+ microsites.
- Drafted content using PhotoShop for internal marketing communications to promote new products, collateral, and sales tools to 50,000+ potential clients.

PROJECTS

World Happiness: *Lead Data Scientist* *March 2019 - Present*

- Developed a Heroku web app through Git which examined key variables to help illustrate the importance of happiness.
- Utilized Pandas for data wrangling to restructure the raw data, increasing the efficiency of finding key statistics.
- Stored happiness data from the United Nations World Data Forum into a SQL database, completing the ETL process, and used SQLAlchemy to perform CRUD operations.
- Created a REST API with Flask using Python as a server-side language allowing users to request information from a SQL Database.
- Received responses through HTTP GET and POST protocol to visualize key statistics using JavaScript, D3.js, Plotly, and CSS.
- Applied collected data in collaboration with Non-Profits, Startups, and Apps such as the JED foundation, Royal Greens Cannabis Delivery Services, and Trippie to design marketing strategies and to produce new features in order to augment user experience.

Mars Mission: *Lead Data Engineer* *June 2019 – December 2019*

- Designed a REST API with Flask that scraped 4 websites for updates on Mars mission with featured images, tweets, and Mars facts for Mars/Space enthusiast.
- Accomplished initial scraping using BeautifulSoup, automating the browsers actions using Splinter which optimized time by 99%.
- Stored the scraped data from 4 websites into a MongoDB database and displayed the information onto an HTML webpage.

Graphing Rent: *Lead Data Scientist* *April 2019 - Present*

- Examined how certain population dynamics affect rent pricing in American cities, finding a significant correlation between population density and housing price.
- Utilized Pandas for data mining to gather, process, and analyze trends and visualized statistical information from the gathered data using Numpy, Seaborn, Matplotlib, and Python.
- Used sklearn to create a linear regression machine learning model to predict housing prices reaching an accuracy of 18%.
- Employed Agile methodologies and used Gradient Boosting Machines model to increase the accuracy of predictions to 31% in a two week sprint during the second iteration cycle.

EDUCATION

Columbia University | New York, NY: *Bachelor of Arts in Psychology, Concentration in Business Management*

- KDR Academic Scholarship Award , Men's Varsity Basketball, Application Development Initiative, CU Data Science Society

University of California, Berkeley | Berkeley, CA: *Data Analytics Certificate*

Other Certifications: *Udacity: Data Structures and Algorithms Certificate, Coursera: Machine Learning with Python Certificate*