JENNIFER PARK

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PROFESSIONAL SUMMARY

Data professional with 3+ years of experience in analytics and machine learning in the retail industry. Proven ability to derive actionable insights from complex datasets and communicate findings to stakeholders. Seeking to leverage strong quantitative background and business acumen in a challenging data scientist role.

SKILLS

- **Programming Languages**: Python (Advanced), SQL (Advanced), R (Basic)
- **Data Science Libraries**: Pandas, NumPy, scikit-learn, Matplotlib
- **Big Data Technologies**: Basic experience with Spark
- **Data Visualization**: Tableau, Power BI, Seaborn
- **Databases**: PostgreSQL, MySQL
- **Tools**: Git, Jupyter Notebooks, VS Code

PROFESSIONAL EXPERIENCE

SENIOR DATA ANALYST

ShopSmart Retail, San Francisco, CA

July 2021 - Present

- Developed and implemented clustering algorithms for customer segmentation, resulting in a 20% increase in email campaign engagement
- Built a product recommendation engine using collaborative filtering techniques
- Created sales forecasting models with 85% accuracy using time series analysis
- Designed interactive dashboards for executives to monitor KPIs
- Collaborated with marketing team to develop and analyze A/B tests
- Automated routine reporting processes using Python scripts, saving 10+ hours weekly

DATA ANALYST

MarketEdge Consulting, San Francisco, CA

May 2019 - June 2021

- Conducted exploratory data analysis for clients across retail and e-commerce industries
- Created predictive models for customer behavior using logistic regression and decision trees
- Built ETL pipelines for data preprocessing and cleaning
- Developed business intelligence dashboards using Tableau
- Presented insights and recommendations to client stakeholders

EDUCATION

MS in ANALYTICS

University of San Francisco, San Francisco, CA

2017 - 2019

- GPA: 3.75/4.0
- Capstone Project: "Predicting Customer Churn in Subscription-Based Services"
- Relevant Coursework: Statistical Methods, Machine Learning, Data Mining, Data Visualization

BS in ECONOMICS

University of California, Davis, Davis, CA

2013 - 2017

- GPA: 3.6/4.0
- Minor: Statistics
- Relevant Coursework: Econometrics, Probability and Statistics, Microeconomic Theory

PROJECTS

- **Sentiment Analysis of Product Reviews**: Used NLP techniques to analyze customer reviews and identify product improvement opportunities
- **Retail Price Optimization**: Developed a pricing model based on elasticity analysis and competitive pricing
- **Customer Lifetime Value Prediction**: Created a model to estimate customer lifetime value for targeted marketing strategies

CERTIFICATIONS

- Tableau Desktop Specialist
- Google Analytics Individual Qualification
- DataCamp Data Analyst with Python Career Track