**David Johnson**

**Data Scientist**

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| **Skills.**   * Strong knowledge of predictive modelling techniques and algorithms * Experience with R package development and deployment * Proficient in R Shiny app development for data visualization and analysis * Knowledge of statistical analysis and hypothesis testing * Strong problem-solving and analytical skills   **Languages**  R · SQL · Python  **Tools and Utilities**  RStudio · shiny · Spark · Azure · Jupyter · Databricks · git  **Education.**  MSc Mathematics and statistics University of Bath   * Coursework included predictive modelling, data visualisation, and machine learning. * Developed a thesis on the application of machine learning to predict customer churn in the telecommunications industry. * Participated in a capstone project on the development of a recommendation engine for an e-commerce platform. |  | **Overview.**  As an experienced data scientist, I have a strong background in predictive modelling, package deployment, shiny app development, and data visualisation. I am seeking a challenging role where I can apply my skills and experience to solve complex business problems.  **Professional Experience.**  **Data Analyst, Apple, 2016-Present**  Conducted data analysis and predictive modelling using R and Python, resulting in an 18% improvement in customer retention.  Developed and deployed R packages to automate data cleaning and modelling tasks, reducing processing time by 25%.  Built interactive shiny applications for data visualisation, leading to a 30% increase in user engagement.  Collaborated with cross-functional teams to identify business needs and provide data-driven insights.  Mentored junior data scientists in statistical analysis and machine learning techniques.  **Data Scientist Intern, RobotsRUs, 2013**  Conducted exploratory data analysis and visualisation using Tableau and Excel, resulting in actionable insights that led to a 12% increase in sales.  Developed and maintained SQL databases to store and retrieve data efficiently.  Collaborated with the marketing team to develop effective targeting strategies using customer segmentation.  Conducted A/B testing on marketing campaigns to determine the most effective messaging. |