

# Ethan Maluhia Roberts

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## Skills

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|--------------------------------|----------------------|------------------------|
| • R, Python, SQLite, Excel VBA | • Pandas, Numpy,     | • Machine Learning     |
| • Data Analysis                | Scikit-Learn         | • Statistical analysis |
| • Sales Ops & Forecasting      | • Process Analysis   | • Natural Language     |
| • Data Modeling                | • Project Management | Processing             |

## Work Experience

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### Netbase Quid - Senior Business Analyst

November 2021 – Current

- Developed, validated, and deployed new sales forecasting machine learning models, reducing average error from +16% to +1.5%
- Identified waste in the sales forecasting process through data collection, exploration and financial model prototyping leading to a more scalable process, reducing time spent on forecasting tasks by 80%
- Owned weekly sales forecasting, working with cross-functional partners to gather and refine requirements, and present to the C-suite and senior leadership
- Communicated and presented internally the weekly forecasting data summary, monthly revenue data and trends, and monthly software/service breakdown to executive stakeholders
- Coordinated new Professional Services strategy among accounting, services, and sales operations teams, leading to a 50% reduction in time spent processing and a 90% reduction in by-hand errors

### iPayables, Inc - Digital Marketing Analyst, Sales Operations Analyst

April 2019 – October 2021

- Developed and implemented A/B tests (DOE) for evaluating the performance of marketing assets, resulting in an increase of click-through rates from 5% to 13% on ads, and 15% to 22% on whitepapers
- Formalized reporting, centralized data into HubSpot, and created redundancies for regular data quality checks leading to a sales pipeline increase of over 20%, as well as a 541% increase sales leads

## Education

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### Georgia Institute of Technology - Master of Science – Analytics

- Emphasis on supervised and unsupervised learning, forecasting algorithms, simulation in ARENA, data visualization, natural language processing (NLP), as well as application in business and communication of results to various level of stakeholders

### Brigham Young University Hawai'i - Bachelor of Science – Computer Science

- Minor in Mathematics, AAS in Business Management

## Projects

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[Sentimental](#) - This R Shiny tool is for blog writers and email marketers to see the sentiment and flow of their writing. The users get sentiment counts along with highlighted words associated with the count, a summary of what they wrote, ratio comparisons of sentiments, a list of ambiguous words to update to make their message more clear, and a writing trajectory which measures message valence by sentence. The report can be exported to HTML for further internal use. (The US Declaration of Independence is a great sample, takes 21 seconds)

[Consumer Financial Protection Bureau Complaints](#) - Our goal was to transform the way consumer finance complaints (1.6 GB) from the Consumer Finance Protection Bureau (CFPB) database are visualized, understood, and addressed. Using Tableau, Python, and R, we highlight patterns and trends in customer complaints (LDA, VADER, bigram analysis), predict future complaint trajectories (Prophet, ARIMA), and offer actionable insights and areas for improvement.