

Ethan M Roberts

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Skills

Languages & Packages: Python, SQL, R, Excel VBA, Pandas, Numpy, Scikit-Learn, NLTK

Analysis & Methods: Data Analysis, Statistical Analysis, Diagnostic Analysis, Machine Learning, Data Modeling

Business: KPI Benchmarking, Process Analysis, Project Management, Power BI, Tableau

Work Experience

Netbase Quid - Senior Business Analyst - *Santa Clara, CA* 11/2021 - 11/2024

- Developed, validated, and deployed new sales forecasting machine learning models (classification trees, exponential smoothing, ARIMA), reducing average error from +16% to +1.5%
- Identified waste in 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 C-suite and senior leadership
- Communicated and presented weekly forecasting data summary, monthly revenue data and trends, and monthly software/service breakdown to executive stakeholders
- Coordinated new Professional Services strategy among cross-functional teams, leading to a 50% reduction in time spent processing and a 90% reduction in by-hand errors

iPayables, Inc - Revenue Operations Analyst - *Aliso Viejo, CA* 4/2019 - 10/2021

- Developed and implemented A/B tests (DOE) for evaluating 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

Projects

[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.

Education

Georgia Institute of Technology - Master of Science – Analytics 8/2024

- Emphasis on machine learning, forecasting algorithms, data visualization, and natural language processing (NLP)

Brigham Young University Hawai'i - Bachelor of Science – Computer Science 4/2018

- Minor in Mathematics, AAS in Business Management