

MICHAEL LUCIO

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EDUCATION

B.S. Data Science, Arizona State University

Expected May 2024

Relevant Coursework: Statistical Modeling, Machine Learning, Business Database Systems, Linear Algebra

A.S. Computer Science, Moorpark College

2019 - 2022

Relevant Coursework: Object Oriented Programming, Data Structures & Algorithms, Discrete Mathematics

SKILLS

Tools SQL, Python, R, Excel, Tableau, PowerBI, AWS, C++, Java

Technical Skills pandas, dplyr, scikit-learn, TensorFlow, PySpark, matplotlib, Seaborn, ggplot2

Languages English, Spanish

PROFESSIONAL EXPERIENCE

Ecommerce Data Analyst

Aug 2022 - May 2023

Hawaii Racing

Simi Valley, CA

- Developed a large-scale, auto parts eCommerce using Shopify, along with HTML & CSS, increasing monthly revenue by 30%.
- Monitored over 600+ products, overseeing all inventory control, order fulfillment and shipping activities, resulting in 100% customer satisfaction.
- Increased customer traffic on the website by 60% by implementing data analysis on traffic pattern, time spent on page, SEO keyword ROI, and A/B testing on different UX/UI designs.
- Optimized Google Ads for the top selling products based off of Google Analytics data, resulting in a 5% increase in conversion rates.

Data Processing Specialist

May 2021 - Aug 2022

Hawaii Racing

Simi Valley, CA

- Processed and cleaned raw data using Excel to prepare for data entry, increasing efficiency and saving on labor costs.
- Used SQL and Excel to run monthly reports on business health such as inventory management, profit/revenue, customer metrics, etc.
- Maintained healthy B2B relationships through consistent email and phone communications, gaining access to the latest data news from suppliers.

PROJECTS

Bank Marketing Classification Model

- Built a Neural Net Model, using Keras package in Python, to predict if a client will subscribe to a term deposit following LIFT analytics.
- Pre-processed the data using One-Hot Encoding and SMOTE since dataset was heavily imbalanced.
- Model returns 90% accuracy and 92 AUC score.

UEFA EURO 2020 Final Match Analysis

- Performed Exploratory Data Analysis (EDA) on final match events using the open data from Statsbomb API.
- Created easy-to-understand visuals, using mplsoccer library, to convey technical metrics, such as passing-maps, shot-maps, and heat-maps that can be used to build reports from.

CERTIFICATIONS

Level 1 Performance Analysis In Football

Jan 2024

Professional Football Scouts Association (PFSAs)