Jacob Smith

Route Service Sales Representative

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740-603-9121

Key Skills

* Certified Fire Alarm (Expired)
* Smith Driver Certified
* Excel, Microsoft and Office (Refer to Skills for more)
* Forklift Operator Experience
* Communication
* Work Ethic
* Problem Solving
* Proficient In American Sign Language
* Time Management
* Access Control and Fire Alarm Install Experience
* Boom Lift Experience
* Analytics

Professional Experience

Route Sales Service Representative*Cintas | October 2019 - Present*

Customer Service

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Education

General Studies *Capital University , Columbus | August 2010 - January 2010*

Bachelor of Arts in Psychology *Ohio University- Lancaster , Lancaster, Ohio | March 2010 - May 2014*

*Master of Science in Applied Economics Southern New Hampshire University August 2023-Auguest 2025*

**Data Science Projects and Applicable Skills**

**Data Science Projects**

**Customer Churn Prediction**Developed a machine learning model to predict customer churn using logistic regression, random forests, and XGBoost. Conducted EDA, feature engineering, and model evaluation to identify churn patterns and improve retention strategies.  
GitHub: https://github.com/Jakesmith648/customer-churn-prediction

**Optimization of Pricing**Created a pricing optimization framework to maximize revenue based on customer demand and price elasticity. Applied optimization techniques and regression models to fine-tune pricing strategies.  
GitHub: https://github.com/Jakesmith648/Optimization-of-Pricing-

**Route Optimization**Implemented a route optimization solution using graph theory and heuristic algorithms to minimize travel time and fuel costs for delivery operations. Enhanced logistical efficiency.  
GitHub: <https://github.com/Jakesmith648/Route-Optimization->

Data Analytic Skill Proficiencies

Power BI

Excel

Anaconda (Python, Jupyter Notebook)

pandas, numpy – data manipulation

matplotlib, seaborn, plotly – data visualization

scikit-learn – machine learning models

xgboost – gradient boosting framework

scipy.optimize – optimization routines

networkx – graph-based route optimization

Github

**Skills & Techniques**

Data Cleaning & Preprocessing

Handling missing data, feature scaling, encoding categorical variables

Exploratory Data Analysis (EDA)

Visualizing trends and patterns

Correlation analysis

Feature Engineering

Creating new features from existing data to improve model performance

Machine Learning

Classification models (Logistic Regression, Random Forest, XGBoost)

Regression models (Linear Regression for pricing elasticity)

Model Evaluation (Accuracy, Precision, Recall, AUC-ROC, R²)

Optimization Techniques

Heuristic algorithms (e.g., Genetic Algorithm, Greedy methods)

Linear programming

Route Planning & Graph Theory

Shortest path algorithms (Dijkstra's, A\*)

Network optimization

Pricing Strategy Modeling

Revenue optimization based on demand elasticity

Price sensitivity modeling

Version Control & Collaboration

Git, GitHub for code sharing and version tracking