

JAMES YOKLEY

Data Scientist

West Hollywood, CA

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PROFILE

Data Scientist and Graduate Student

Accomplished Data Scientist with a passion for identifying opportunities to produce data-driven decisions. Committed to helping companies advance by developing strategic plans based on predictive modeling and analytical findings with an established track record of analyzing complex data sets and providing meaningful results.

EMPLOYMENT HISTORY

- ❖ **Data Scientist, JustFab Brands** Jun 2022 — Present
El Segundo
 - Developed a framework that significantly improved the efficiency and accuracy of predictive classification models by automating their creation with Databricks' AutoML, resulting in faster and more effective decision-making.
 - Created a customer recommendation system using a cosine similarity algorithm.
 - Improved product placement and lead conversion rates by 66% by implementing advanced sorting algorithms, resulting in a significant increase in lead-to-member conversions.
- ❖ **Instructional Student Assistant/Research Aid, CSU Los Angeles** Aug 2021 — Apr 2023
Los Angeles
 - Utilized Tableau to analyze data that I collected, contributing to significant improvements to the Computer Science entry-level course materials.

EDUCATION

- ❖ **California State University, Los Angeles** Jan 2021 — May 2023
Bachelor of Science in Computer Science, Cum Laude
- ❖ **Georgia Institute of Technology** Aug 2023 — Jul 2025
Master of Science in Analytics

Currently accepted, will enroll part-time online in August 2023 with an expected graduation of July 2025.

SKILLS

Python	SQL
Apache Spark	Tableau
Databricks Development	Java