Jordan Gates
Data Scientist

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Data scientist who creates and implements solutions to real-world problems through a first principles approach. My focus on communication, mentorship, and team synchronization help me to ensure that target goals are accomplished. Finding new ways to leverage data and make better-informed decisions is what motivates me to continually improve myself as a data scientist.

SKILLS

Python | SQL | HTML5 | Pandas | Numpy | Matplotlib | Seaborn | Scikit-Learn | Tensorflow | Keras | Pyspark | Neural Networks | Time Series Analysis | ARIMA | Machine Learning | Linear Regression | Logistic Regression | Decision Trees | Random Forests | Gridsearch | CART | Bagging | Boosting | Stacking | Natural Language Processing (NLP) | Natural Language Tool-Kit | Beautiful Soup | Web Scraping | Git | Github | Google Cloud Platform | OpenCV | PIL | Pytesseract | Microsoft Office (Word, Excel, PowerPoint, etc.)

PROJECTS

Predicting Physiological Sports Performance Metrics with Neural Networks - Jan 2022
https://jgates62.github.io/#first
- Reproduced and improved results from a study titled 'Predicting oxygen consumption in high intensity cycling exercise' through the use of more complex neural network modeling
- Utilized a similar RNN model on real world time series data in order to predict the future heart rate of an athlete throughout a workout.

Unemployment Factors and Analysis - Dec 2021
https://jgates62.github.io/#second
- Worked with a team to merge, clean, and preprocess data from a wide range of online data sources in order to analyze the relationships that exist between unemployment rate and other factors that have the potential to influence unemployment rate.
- Developed and tested a product that would predict the unemployment rates of various counties across the US through the use of statistical modeling.

Good Fast Cheap Tradeoff - Income Prediction Hackathon - Nov 2021
https://jgates62.github.io/#third
- Keeping in mind the 'Good Fast Cheap' project management dilemma, worked with a team to analyze certain profile information and predict if a person's income is in excess of $50,000.
- Contributed to the product development and testing of an AdaBoost classification model that predicted income with 84% accuracy, as well as the data cleaning and preprocessing necessary to develop a functional dataset.

Evaluating Text with Natural Language Processing (NLP) - Nov 2021
https://jgates62.github.io/#fourth
- Scraped 2,000 posts from two different subreddits, and formatted the data into a csv file
- Utilized statistical analysis to build a list of key stopwords that would benefit the performance of a machine learning model.
- Predicted the subreddit that a post came from with 90% accuracy by building a logistic regression machine learning model.
- Utilized Logistic Regression and Random Forest ml models with various Grid Search hyperparameters in order to optimize accuracy.

Home Improvement ROI Prediction - Oct 2021
https://jgates62.github.io/#fifth
- Utilized data from the 'House Prices - Advanced Regression Techniques' competition on Kaggle, and developed a machine learning model to predict the price of a house based on its features with over 90% accuracy.

- Created predictions on how a particular home improvement project could affect the value of a house through the use of multiple machine learning models.

[Ap and Act Test Performance Analysis](https://jgates62.github.io/#sixth) - Oct 2021
https://jgates62.github.io/#sixth
- Utilized three datasets on high school AP test scores, ACT test scores, and college acceptance rates, and analyzed the relationship between AP test performance and admittance to particular colleges.

PROFESSIONAL EXPERIENCE

Data Analyst, Marketing Strategist | BrandXWorldwide
Christiansburg, Virginia | May 2020 - May 2021

- Collected and analyzed data from a variety of sources to predict the performance of potential investments, and presented the insights to stakeholders in an executive summary.
- Utilized statistical analysis on Google Ads internet marketing campaigns to create a customer segmentation strategy that resulted in a positive return on ad spend (ROAS) by serving customers with more relevant solutions.
- Improved cost per conversion by over 15% across all Google Ads campaigns through the use of data driven audience segmentation and bidding strategies

Service Advisor | Shelor Motor Mile Toyota
Christiansburg, Virginia | Nov 2019 - May 2020

- Utilized the CDK dealer management system to create, track, and modify repair orders, as well as schedule repairs, deliveries, and transportation.

Marketing Analytics Specialist, Project Manager | Racers Edge Fabrication
Newport, Virginia | Feb 2017 - Dec 2020

- Drove revenue through Google Ads online marketing campaigns, optimized ROAS through data driven changes to marketing campaigns.
- Increased conversion rate by over 50% through the use of analysis tools like Google Analytics to evaluate the flow of traffic through sales funnels, minimize bounce rate, and optimize conversion rate.
- Managed several projects from their inception to completion, utilized CAD software and 3D printing for prototype development, and negotiated contracts with numerous manufacturing companies in order to handle production.

Wheeled Vehicle Mechanic, Wrecker Operator | Army Reserve
Bedford, Virginia | Nov 2013 - Nov 2019

- Served as wrecker team leader and mechanic for the 639th transportation company, responsible for the management, training, welfare, and performance of several subordinate soldiers, as well as escorting all unit convoys and repairing or recovering any disabled convoy elements.
- Repaired a wide range of military vehicles using the MSD-ICE computer system to troubleshoot and diagnose problems, and worked as part of a team to plan and complete the required repairs safely, quickly, and effectively.

EDUCATION

General Assembly | October 2021
Data Science Immersive - Python | SQL | Data Visualization | Statistics | Machine Learning | Data Cleaning

Liberty University | June 2016
B.S. in Criminal Justice, Minor in Strategic Intelligence