Kyle Sizer

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Professional profile

Experienced Analyst with a demonstrated history of working in the marketing and advertising industry. Skilled in Python, R, Data Visualization, Machine Learning, and Visual Basic for Applications (VBA). Strong business development professional graduated from University of Hertfordshire.

My eventual career goal is to assume responsibility for the analysis and implementation of all commercial data and actively contribute to the analytical excellence of any business I work for.

Education & qualifications

- **BSc Physics –** University of Hertfordshire 2017
  - **Skills:** Problem solving, analytical thinking, teamwork, public presentation, MATLAB, Maple
  - **Notable Courses:**
    - Computational Physics: Learned Maple and developed algorithmic thinking skills
    - Professional Skills: Developed skills in presentation, teamwork and ethics
- **Microsoft Professional Program in Data Science –**Microsoft Professional Program (August 2017 - January 2018)
  - **Skills:**
    - Python (pandas, matplotlib, scikit-learn) – Data handling, visualisation and machine learning
    - Pyspark – Large scale data processing
    - Transact-SQL – Database querying
    - Advanced Excel – Data model, VBA, advanced functions
    - Hypothesis testing and statistical analysis
    - **Capstone project** – prediction of poverty rates in US counties using survey data
  - Completed the recommended one-year course in just under 6 months and attained an overall mark of 97%

Previous employment and projects

Tripledot Studios – Product Analyst (July 2021 – Present)
- Using SQL, perform deep dives into customer interaction with the app in order to better understand what we should be prioritising for development
- Identify potential problems and determine the root cause supporting the investigation with data
- Setting up and managing AB experiments for new features in order to determine whether they have positive impacts on game KPIs
- Liaising with the user acquisition team to smooth out any issues, ensure our products UA is running optimally and that they have any support they need from a product perspective

Annalect – Marketing Science Analyst (July 2018 - July 2021)
Initially as a Junior Analyst, then as an Analyst I handled project work on a client by client basis including:
- Writing a script to pull data from Google Analytics APIs and process it in R, then feed into a Tableau dashboard to visualise it. This resulted in the client having online access to their analytics report which was previously only updated monthly in a PowerPoint.
- Creating an RShiny app to visualise MMM results and provide a tool to do scenario comparisons easily.
- Managing a Market Mix Modelling project including coordinating with the client and internal teams to ensure timely delivery of data, processing data into appropriate forms for analysis, statistical modelling of the KPI and delegating tasks to team members where necessary

- Optimising and handling automated reporting in R for a digital client, liaising with the client team when necessary for ad-hoc reports.
- Researching, prototyping and then conducting time-series hierarchal clustering analysis in R on survey data to determine how consumer moods and desires changed across the year and which moods moved with one another.

Sowell Management Services (March 2018-July 2018)
Ad-hoc project work for a portfolio management firm based in Littlerock, Texas.
- Integrated multiple workflow tools into a single document through use of VBA code and functions. This automated a portion of daily manual work allowing for more efficient client interaction.
- Researched and created a database of firms that issue K-1 tax documents so that they can more easily cater to client needs.
- Created an excel document linked to multiple publisher files to automate updating of client portfolio reports. This involved VBA to automatically adjust graph axis' around the data which could have variable timeframes.
- Worked out a method combine pie charts and bubble charts to create a visualisation of portfolio composition and size in an interesting way.

For a work reference please contact Thomas Knight(thomas@sowellmanagement.com)
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Interests

I enjoy working on data science projects as a hobby and follow sources that produce interesting and fun datasets that I can experiment with. Ongoing learning is important to me, so I occasionally attend events or lectures on topics that interest me e.g. the Physics World lecture on Quantum Computing hosted in London.

I also enjoy a variety of sports such as tennis and badminton. I recently started fencing and participated in local club tournaments for a club in Hertfordshire. I also regularly visit the gym and would seek to continue with these activities after settling into the new work environment.