Terrence Coleman

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Analytically minded self-starter with a decade of experience collaborating with cross-functional teams and ensuring the accuracy and integrity around data and actionable insights. Prepared to lead teams and interns in predictive modeling and insight reporting to boost Hyphen's business efficiency, strategic goals, and profit.

WORK EXPERIENCE

Best Buy - Senior Data Scientist

October 2018 - current   Remote

- Led data extraction and evaluation efforts to save Best Buy more than 11M over the course of tenure
- Partnered with product team to build a production recommendation engine in Python that improved the average length on page for users and resulted in $450K in incremental annual revenue
- Created a customer attrition random forest model, improving monthly retention by 6 basis points for customers likely to attrit by servicing relevant product features for them
- Communicated with PMs to lead 4 data scientists in project planning, development, and execution
- Coached data team throughout short and long-term projects, redefining documentation frequently

2U - Data Scientist

April 2014 - October 2018   Brooklyn, NY

- Conducted A/B testing to solve client pain points in learning platforms, and identified and recommended solutions to solve unclear platform roadmaps, which reduced the bounce rate by 62%
- Extracted data from 7 disparate sources, and increased agility and accuracy with a centralized system
- Constructed decisions trees to optimize needed algorithms to better target the learning audience by 15%

2U - Data Analyst

April 2012 - April 2014   Brooklyn, NY

- Determined, using Python clustering methods, groups of states where underwriting models were underperforming, and owned improvements to increase profit by 4%
- Identified procedural areas of improvement through customer data to help improve the profitability of a nationwide retention program by 8%
- Developed and owned the reporting for a nationwide retention program using Python, SQL, and Excel, saving an average of 60 hours of labor each month

EDUCATION

University of Pittsburgh - Master's , Mathematics

September 2012 - April 2014   Pittsburgh, PA

University of Pittsburgh - Bachelor's, Mathematics and Economics

September 2008 - April 2012   Pittsburgh, PA

SKILLS

Python (NumPy, Pandas, Scikit-learn, Flask), SAS; SQL - Redshift, MySQL; ElasticSearch; Recommendation Engines, Customer Segmentation & Retention Models, Price Optimization, Productionizing Models