



KARLA LEWIS

Data Scientist

CONTACT

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[LinkedIn](#) 

[Github](#) 

EDUCATION

B.S.

Statistics

Rutgers University

New Brunswick, NJ

/ September 2011 - April 2015

SKILLS

Python (NumPy, Pandas, Scikit-learn,
Keras, Flask)

SQL (MySQL, Postgres)

Git

Time Series Forecasting

Productionizing Models

Recommendation Engines

Customer Segmentation

AWS

WORK EXPERIENCE

Data Scientist

Grubhub / June 2018 - current / New York, NY

- Implemented various time series forecasting techniques to predict surge in customer orders to lower average customer wait time by 12 minutes
- Deployed a recommendation engine to production to conditionally recommend other menu items based on past order history to increase average order size by 6%
- Designed a model in a Portland pilot program to increase incentives for drivers during peak ordering hours resulting in a 12% increase in driver availability during peak ordering times

Data Scientist

Adobe / March 2016 - June 2018 / New York, NY

- Worked with the product and marketing teams to identify which customer interactions during their free trial maximize the likelihood of conversions resulting in a conversion rate increase of 14%
- Built a customer attrition random forest model that improved monthly retention by 10 basis points for customers who were likely to attrit by servicing relevant product features for them
- Worked closely with the product team to build a production recommendation engine in Python that improved the average length on page for users and resulted in \$325k in incremental annual revenue

Data Analyst

Adobe / April 2015 - March 2016 / New York, NY

- Worked with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 25% for a segment of users to boost yearly revenue by \$720,000
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in \$210,000 in annual incremental revenue
- Implemented a long-term pricing experiment that improved customer lifetime value by 22%