Marco Peterson

5035517647   |   [mapeterson3@outlook.com](mailto:mapeterson3@outlook.com) | linkedin.com/in/marco-peterson-5b1b63148 |

https://github.com/MarcoPeterson

Summary

Experienced data scientist with 5+ years in retail, energy, and healthcare industries. Skilled in GBR modeling, customer segmentation, and predictive analytics. Improved forecasting accuracy by 68% and reduced readmissions by 15% in 6 months using innovative data-driven insights.

Skills

|  |  |  |  |
| --- | --- | --- | --- |
| * Deep Learning * Natural Language Processing (NLP) * Scikit-Learn * Python * XGBoost * OpenAI API | * R * SQL * Power BI * Tableau * Hugging Face * LLM | * API Development * AWS * Azure * TensorFlow * PyTorch * Diffusers |  |

Experience

|  |  |
| --- | --- |
| Bath and Body Works | Columbus, OH  Data Scientist  09/2021 - Current | * Created a GBR model for Inventory, and created a more sophisticated model that replaced the JDA system being used by the logistics team, which captured forecasting better by 68%. * Created innovative inventory models in Keras that improved customer segmentation, enabling data driven decisions, and enhancing overall sales. * Created innovative data-driven insights that improved sales performance by enhancing customer understanding and engagement. |

|  |  |
| --- | --- |
| Cradlepoint | Boise, ID  Data Scientist  09/2020 - 2021 | * Created a Sci-Kit to boost the retention of customers by 40% in 2022. * Developed interactive dashboards for internet speed metrics, enhancing data visibility and decision making within 3 months. * Devised a Decision Tree Model that helped monitor the effectiveness of better understanding our speed test within Netcloud. |
| TXU Energy | Irving, TX  Business Intelligence Team Lead  07/2019 - 09/2020 | * Designed a Dashboard in Tableau that monitored the electricity usage in apartments in North Texas, which helped business marketing decisions. * Monitored operations and reviewed records and metrics to understand company performance. |

|  |  |
| --- | --- |
|  |  |
| Oregon Health & Science University| Beaverton, United States  Data Analyst  04/2017 - 02/2019 | * Developed predictive models for patient readmission rates using machine learning algorithms, reducing 30-day hospital readmissions by 15% through early intervention strategies. * Automated data pipelines for EHRs, reducing manual processing time by 25% within 6 months, enhancing efficiency for healthcare providers. |

Education and Training

The University of Texas | Arlington

Master of Science - MS in Economic Data Analytics

*01/2021*

Portland State University

Bachelor of Science - BS in Industrial and Organizational Psychology, Statistics

*01/2017*

The University of Alabama

Bachelor of Arts - BA in Analytic Philosophy

*01/2014*