

LARRY JACKELLEN

Data Scientist

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SUMMARY

I help companies tell stories that data ghostwrites. Working with business-owners and technical leads, I enjoy collaborating with teams to find observations and offer recommendations that deliver the best value. I strive to make insights approachable and intelligible through data and communicate them effectively with all stakeholders.

SKILLS

Coding: Python, SQL, Numpy, Pandas, Sci-Kit Learn, Keras, Git

Machine Learning: Regression, Classification, Natural Language Processing (NLP), Clustering, Neural Networks

Data Visualization: Tableau, Matplotlib, Seaborn

EXPERIENCE

General Assembly - Data Science Immersive Program

Apr 2022 - Jul 2022

Data Science Fellow

- Performed statistical and visual analysis on large datasets extensively with Python
- Trained machine learning models with validation practices for data mining
- Completed final capstone project using machine learning for forecasting baseball batter performance
- Completed individual projects that involved data collection via web-scraping and API on various websites including Reddit, OpenTable, and USDA
- Completed group project focused on machine learning of climate change survey data
- Presented and communicated findings for technical and non-technical stakeholders

Commercial Water Distributing, LLC

Business Intelligence Analyst

Jan 2017 - Apr 2022

- Developed executive-level reports from a data warehouse of 50+ data sources
- Managed the reporting relationship with all Paid Marketing partners, delivering relevant reporting and an internally derived metric to optimize \$100k of annual ad spend
- Analyzed and visualized P&L trend and sales data with Tableau and SQL
- Created dashboarding for KPI Tracking and custom data alerts
- Implemented and maintained Google Tag Manager across 4 Flagship websites as well as Google Analytics tagging (standard and custom events) and third-party tags and pixels

Pricing Analyst

Nov 2015 - Dec 2016

- Managed pricing of \$10M annual product sales across 4 sales channels by maximizing margin and leveraging constantly changing product costs against market prices
- Added data visibility into \$1.5M annual transportation expense, assisted in carrier contract negotiations, and improved warehouse processes

Merchandising Analyst (Contract)

Oct 2014 - Oct 2015

- Merchandised new products and enhanced existing product information across 3 websites

EDUCATION

Certificate, Data Science

Graduated 2022

General Assembly

B.S. Mathematics – Actuarial Science Specialization
University Of Minnesota – Twin Cities

Graduated 2014