

LARRY JACKELLEN

Data Scientist

Minneapolis, MN | (651) 395-0538 | larry.jackelen@gmail.com | LinkedIn | GitHub | Portfolio

SUMMARY

I am a data scientist that helps 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

Remote

Data Science Fellow

Apr 2022 - Jul 2022

- Completed full-time, 12-week immersive Data Science boot camp focused on Python, exploratory data analysis, classical statistic modeling, supervised and unsupervised machine learning models, and data visualization
- Applied data science methods and approaches to real-world situations and problems, including over 20 homework assignments/labs and 6 projects--which required presentations for technical and non-technical audiences
- Received and applied feedback from classmates, teaching assistants, and the cohort instructor--who has extensive experience in the data science field
- 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
- Sharpened consensus building, communication skills, and git during two group projects

Commercial Water Distributing, LLC

Bloomington, MN

Business Intelligence Analyst

Jan 2017 - Apr 2022

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

Pricing Analyst

Nov 2015 - Dec 2016

- Managed pricing of \$10M annual product sales across four 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

General Assembly

Graduated Jul 2022

B.S. Mathematics – Actuarial Science Specialization

University Of Minnesota – Twin Cities

Graduated May 2014