SAMUEL L. PEOPLES

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EXECUTIVE SUMMARY

Energetic, attentive, and detail-oriented Data Scientist with proven experience in Marketing Analytics and Machine Learning, as well as over eight years of combined leadership, medical, and military experience. Utilizing skills developed in pursuit of an undergraduate degree in Mathematics, as well as graduate studies in Applied Data Science, technologies such as Python, R, SQL, Tableau, Power BI, and Excel are frequently leveraged to deliver valuable insights, reporting, and advising to key decision makers.

EDUCATION

M.S., Applied Data Science	Syracuse University	Jul 2018 – Jun 2019
B.S., Mathematics	University of Washington	Sep 2015 – Mar 2018

TECHNICAL SKILLS

•Python	★★★★★	•SSMS	★★★★★
•R	★★★★★	•SSIS	★★★★☆
•SQL	★★★★★	•Java	★★★☆☆
•Tableau	★★★★★	•Big Data Architectures	★★★☆☆
•Power BI	★★★★★	•Spark	★★☆☆☆
•Excel & VBA	★★★★★	•Hive	★★☆☆☆

RELEVANT EXPERIENCE

Casino Science — Nov 2018 – Present

Senior Analytics Consultant

- Trained and managed a team of analysts placed at client properties to deliver reporting, insights, and database solutions to key stakeholders
- Assisted with hiring decisions and interviewing of potential candidates; reported directly to CEO
- Leveraged SSMS, Python, and existing proprietary software to develop integration solutions to enable customized mobile push notifications which improve client engagement with guests
- Built integrated solutions to deliver and manage targeted marketing campaigns through SMS messaging with SSMS, Python, Power BI, and Twilio
- Leveraged advanced forecasting techniques and sampling methodologies to develop a promotional simulation engine using Prophet and PyODBC in Python for evaluation of proposed campaigns
- Utilized Synoptic visualization software and Power BI to develop custom live-view Slot Floor Heatmaps for customer-facing and internal use
- Created an ETL solution which structures large volumes of data from a Cassandra database of granular slot machine events, using Python, SQL, and proprietary APIs to establish a data source which outperforms precision and accuracy of legacy systems
- Collaborated with client analytics teams to automate business processes and direct mail campaigns using Python, Excel, SQL, and VBA, which recovered up to twenty hours of labor each month
- Developed predictive modeling and reporting with Python, Prophet, SSMS, and Power BI to manage flight yielding for a travel-promotion program which helped clients determine the optimal timing and location of flights, as well as refining audience selection for greater ROI and program optimization
- Created Employee Health Tracking software and reporting with Python, SSMS, Power BI, and third-party applications for on-site screening, managing employee-email responses, and integration with Lab Management Systems for enterprise clients in order to facilitate a safe return-to-work in response to the COVID-19 pandemic

Analytics Consultant

- Provided analytics consulting to regional casino clients to develop, evaluate, and provide insights to improve targeted marketing campaigns using customer segmentation and clustering, A/B testing, outlier detection, and various other advanced statistical techniques
- Fostered a culture of experimentation within client analytics teams to progressively refine campaigns
- Introduced client analytics teams to Agile Methodologies to improve efficiency and accountability
- Built capabilities to support automated reporting utilizing Tableau and Power BI to draw insights from player and guest trends for reporting at the executive level
- Developed database and data warehouse solutions for clients to create reports; supported ad-hoc queries using SQL and SSIS

Conversica   Oct 2018 – Dec 2018
Data Science and Analytics Intern
- •Developed clustering solutions for unstructured data using soft cosine similarity for use in conversational AI models in production using Python, NLTK, Gensim, and other NLP functions
- •Reported to Lead Scientist regarding key topics and goals to reduce human intervention in AI systems
- •Analyzed, annotated, and labeled unstructured data for use in training production models

University of Washington   Jan 2018 – Nov 2018
Research Assistant – Bioinformatics: Karenina Project
- •Development of Microbial Community Analysis software studying Anna Karenina Effects as a plugin for Qiime2 under the direction of the lead author; co-author, Karenina, Q2-Karenina
- •Utilized Stochastic Ornstein-Uhlenbeck and Brownian Motion models to analyze community behavior
- •Extensive development of testing, UI, visualization, and data processing solutions using Python
- •Introduction and familiarization with the research and publication process; co-author, Qiime2
  - Repository: https://github.com/SLPeoples/q2-karenina
  - Nature Biotechnology, Qiime2: https://doi.org/10.1038/s41587-019-0209-9

Sound Urological Associates   Apr 2018 – Nov 2018
Surgical Technologist
- •Developed parsing and visualization software using Python and Tableau to monitor and analyze historical steam sterilization data for quality assurance and parameter optimization
  - Repository: https://github.com/SLPeoples/Tuttnauer_Parser
- •Coordination with clinical management in process improvement projects
- •Acted as materials management coordinator for consumable products; coordination with outside sales
- •Practice as a Surgical Technologist in an outpatient setting

United States Navy   Feb 2011 – May 2015
Hospital Corpsman, Petty Officer Third Class
- •Honorable Service as a Hospital Corpsman, Surgical Technologist, and Field Medical Service Technician
- •Promoted active involvement with the community through participation in community service activities
- •Tasked with leadership of junior personnel as a non-commissioned officer in the United States Navy

LEADERSHIP

Senior Analytics Consultant – Casino Science   Nov 2018
- •Interviewed potential candidates for Analytics Consultant roles
- •Provided consulting services to regional Casino clients which developed strategic goals and direction
- •Trained internal and client employees regarding analytics techniques and usage of proprietary software

Materials Management Coordinator – Sound Urological Associates   Apr 2018
- •Coordination with medical supply companies, and sales representatives to maintain supply stock
- •Maintenance of inventory price comparison data sheets for various suppliers
- •Coordination with clinical management to implement cost-saving process improvement solutions

Lead Special Services Coordinator – Naval Hospital Bremerton, WA   Jun 2013
General Surgery, Plastic Surgery
- •Point of contact and manager for the general and plastic surgical specialties
- •Conducted training and supervised personnel in the general and plastic surgical specialties

AWARDS, ACTIVITIES, & EXTRACURRICULARS

Udemy   Oct 2017 – May 2019

•Unsupervised Deep Learning in Python	•Text Mining and Sentiment Analysis	•Deep Learning & Computer Vision A-Z™
•The Cassandra Distributed Database	•MySQL for Data Analytics and BI	•Complete Guide to TensorFlow
•Machine Learning A-Z™: Python & R	•The Ultimate Hands-On Hadoop	•Advanced Analytics in R
•Complete Guide to ElasticSearch	•Tableau 10 Advanced Training	•Power BI A-Z™

University of Washington Certificate of High Scholarship	Sep 2017 – Mar 2018
University of Washington: Dean's List	Sep 2015 – Mar 2018
Hurricane Harvey Relief	Sep 2017
United States Naval Academy: Commandant's Scholar List	Aug 2014 – May 2015
Division I Lightweight Rowing, United States Naval Academy	Jul 2014 – May 2015
Naval Academy Preparatory School: Dean's List	May 2014
Admiral's Letter of Commendation for Achievement	Jun 2013

Full portfolio and profiles can be found at:

LinkedIn Profile: Personal Website: GitHub Profile:
https://LinkedIn.com/in/SLPeoples   *https://LukePeoples.com*   *https://github.com/SLPeoples*