

Samuel Shaw

Professional Summary

PhD, data scientist and researcher with over a decade of expertise in quantitative and qualitative research methods, data processing and analysis. Aiming to leverage social science background - with proven skills in deriving and translating meaningful patterns in complex data - to solve business problems through data science and analytics.

Career Transition to Data Science

Project Portfolio * <https://sammyshaw.github.io>

June 2024 - current

- Customer Segmentation Analysis: Are all customers the same, or do people shop for different reasons? I trained a KNN machine learning model to predict customer segments based on the product areas they shop in with a 95% accuracy rate, thus allowing a hypothetical client - ABC Grocery - greater understanding of their customer base.
- Enhancing Targeting Accuracy: What customers are likely to subscribe for a delivery service? I tested, compared and trained several machine learning classification models to predict which customers would sign up for a grocery delivery service with 93% accuracy, thus reducing a hypothetical client's - ABC Grocery - advertising costs, and increasing R.O.I.
- Predicting Customer Loyalty: Which customers are most likely to shop with us vs. a competitor? I tested and compared several machine learning regression models for predictive accuracy - ultimately employing a Random Forest model to predict missing customer loyalty scores, thereby allowing a hypothetical client - ABC grocery - to more efficiently advertise and collect meaningful data from their customer base.
- Where do Artists Live?: The spatial patterns of creative producers is an interesting problem for cultural industries, urban planners and occupational sociologists. Here I draw from the most recent (2022) American Community Survey (ACS) data to analyze location patterns - including *relative* locations (for smaller metros) - of artistic occupations to update Creative Cities and Reputational Career Fields research.

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Websites, Portfolios, Profiles

- linkedin.com/in/samuel-shaw-sammy-shaw/
- <https://sammyshaw.github.io/>
- <https://github.com/SammyShaw>

Skills

R | Python | SQL | Tableau | SPSS | ATLAS.ti | Statistical Modeling | A/B Testing | Hypothesis Testing | Machine Learning | Data Cleaning & Processing | Data Visualization | End-to-end Research | Survey Methods | Experimental Design | UX research | Ethnography | In-depth Interviews | Quantitative Methods | Qualitative Methods | Sociology | Economics | Urban Housing and Development | Education | Business Analytics

Education

Vanderbilt University

Nashville, TN

Ph.D.: Sociology

- Media Editor, *American Sociological Review*
- Deputy Editor, *Work & Occupations*

Work History

Eastside Preparatory School - Social Science Faculty

Kirkland, WA

08/2020 - 06/2024

- Pioneered social science curriculum to emphasize *science* including, reproducible research, data analysis, and hypothesis testing.
- Partnered with faculty on interdisciplinary projects that connected social sciences with real-world applications.

Seattle Waldorf School - Social Science Faculty

Seattle, WA

08/2019 - 07/2020

Vanderbilt University - Lecturer in American Studies

Nashville, TN

08/2014 - 05/2017

The Aspen Institute - Consultant Analyst/Researcher

New York, NY

03/2016 - 11/2016

- Collected and analyzed quantitative data and authored report in support of Senate Bill (S.977 – American Too Royalties Act) benefiting over 400 artist-endowed charitable organizations.

Curb Center for the Arts and Public Policy - Research Fellow/Lead Researcher

Nashville, TN

08/2013 - 07/2014

- Designed and conducted the Wedgewood-Houston Art District neighborhood study, identifying and interviewing over 20 community stakeholders
- Authored a policy paper to the benefit of 500 local community members and the greater city of Nashville, TN.

Vanderbilt University - Researcher

Nashville, TN

08/2006 - 07/2013

- Conducted 75+ in-depth interviews, 2 years of immersive ethnography, and drew from American Community Survey data to assess artists' career paths, urban development, and social impacts
- Identified funding opportunities, prepared and managed budgets for three successful research grant proposals
- Authored four peer-reviewed publications on the topics of urban development and cultural production.

Portland State University

Portland, OR

Master of Arts: Sociology

University of Oregon

Eugene, OR

Bachelor of Arts: Sociology

Certifications

Data Science Infinity (in progress)

The Data Scientist's Toolbox

R Programming

Getting and Cleaning Data

Exploratory Data Analysis

Reproducible Research

Statistical Inference

Regression Models

Foundations of UX Design

UX Design Process: Empathize, Define,

Ideate