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# 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*: Using an unsupervised KNN machine learning, I trained a model to predict customer segments based on the grocery product areas that they are shopping in with a 95% accuracy rate, thus allowing a hypothetical client - ABC Grocery - greater understanding of their customer base to enhance their marketing and customer communications.
- *Enhancing Targeting Accuracy*: I tested, compared and trained machine learning classification models to predict which customers would sign up for a grocery delivery service with 93% accuracy, thus greatly reducing client's advertising costs, and increasing R.O.I.
- *Predicting Customer Loyalty*: I tested and compared Multiple Linear Regression, Decision Tree, and Random Forest machine learning models for predictive accuracy - ultimately employing a Random Forest Regression model to predict missing customer loyalty scores, thereby allowing a client - ABC grocery - to more efficiently advertise to and collect meaningful data from their customer base.
- *Where do Artists Live?*: Analyzed location patterns - including relative locations - of artistic occupations to update Creative Cities and Reputational Career Fields research up to 2022, using data from the American Community Survey. Demonstrates large dataset processing, and visualization using Tableau.

## Work History

**Eastside Preparatory School - Social Science Faculty**  
Kirkland, WA

✉ [sclay.shaw@gmail.com](mailto:sclay.shaw@gmail.com)

☎ (503) 998-1643

📍 Seattle, WA 98178

## Websites, Portfolios, Profiles

- [linkedin.com/in/samuel-shaw-sammy-shaw/](https://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*

08/2020 - 06/2024

- Pioneered social science curriculum to emphasize *science* including, reproducible research, data analysis, and hypothesis testing.
- Executed transparent communications with students, parents, learning support, professionals and counselors.
- 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
- Delivered insights to foster engagement and overall understanding to foundation chairs and policy representatives at Artist-Endowed Foundation Leadership Forum in New York.

#### **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
- Assisted and coordinated research projects and developed comprehensive research plans, to help ensure research meet objectives within specified timeframes with a 100% project completion rate

#### **Portland State University**

Portland, OR

Master of Arts: Sociology

#### **University of Oregon**

Eugene, OR

Bachelor of Arts: Sociology

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### ***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

- Authored four peer-reviewed publications on the topics of urban development and cultural production.

