


# Jasmine Ammons

DATA SCIENCE | ANALYTICS

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https://thrive120.github.io/

**MOTIVATION** *I am passionate about [solving business problems](#) using Data Science & Machine Learning. I systematically & creatively use my skillset to [add tangible value](#) to the team, the business, and the end-user. I am constantly learning, and always looking to improve.*

**SKILLS & TOOLS**

**Programming:** SQL, SAS, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), R, CompTIA

**Tools:** Excel, Tableau, Github, AWS (S3, Lambda, IAM, EC2, SageMaker, RDS, DynamoDB, Glue)

**Math:** Linear Algebra, Statistics (Hypothesis Testing, AB Testing, Central Limit Theorem, Distributions)

**Machine Learning:** Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis, Neural Networks

## EXPERIENCE **Machine Learning Engineer - BlockVersity**

MARCH 2025 - PRESENT CHARLOTTE, NC

- [Built and implemented](#) customer behavior analytics across the platform and community.
- Monitored and [analyzed](#) market trends, user engagement, and learning patterns.
- [Developed](#) KPI dashboards to track business performance, product success, and marketing impact.
- Applied [Logistic Regression, Decision Trees, Random Forest, k-means, PCA, and Neural Networks](#) for predictive modeling and machine learning insights to enhance decision-making.
- Assisted in the [design and execution of A/B testing](#) and customer segmentation projects.

### **Data Analyst - Charlotte Mecklenburg School District**

JUNE 2023 - MARCH 2025 CHARLOTTE, NC

- [Programmed](#) an algorithm with [Python](#) that streamlined [data collection](#), reducing the time spent by 25% and enhancing data accuracy by 30%.
- Spearheaded a project with [SQL and AB Testing](#) to digitize the data processing department, increasing efficiency by 50% within 8 months.
- [Developed a predictive model with NumPy and KNN](#) leading to a 20% reduction in customer attrition rate.
- Delivered insights from extensive data analysis [by using SAS, Python, Logistic Regression, PCA and Causal Impact Analysis](#), aiding [executive decision-making](#) and contributing to an annual increase in revenue by 10%.
- [Managed and mentored a team of junior data analysts](#), resulting in a 50% increase in productivity.

### **Data Coordinator - EXP Realty**

AUGUST 2020 - MAY 2023 CHARLOTTE, NC

- [Converted raw data into insightful reports with SQL and Tableau](#), leading to two policy updates that boosted efficiency by 30%.
- [Implemented a new data classification system with Logistic Regression and Neural Networks](#) significantly improving the speed of information retrieval by 20%.
- Enhanced [predictive modeling technique](#) with [Decision Trees, Random Forest, KNN, k-means, PCA and Association Rule Learning](#) resulting in a 5% increase in forecast accuracy.
- Automated data extraction with [Tableau, Python and SAS](#), and created a dynamic weekly report that helped senior leadership [understand and investigate trends over time](#), and [diagnose potential issues](#).
- [To aid the Marketing team's customer contract strategy](#), I built an automated hypothesis testing tool with [Python, KNN and Neural Networks](#) that analyzed marketing campaign results. This [reduced the time for campaign evaluation](#) by 15% and facilitated several other collaborations between Marketing & Data Science in the company.

## EXPERIENCE **Data Analyst - Chester County School District**

(CON'T) AUGUST 2016 - JUNE 2020 CHESTER, SC

- [Performed](#) in-depth [evaluations of 70+ programs by using R, Keras, EC2 and RDS](#) to measure effectiveness, and identify improvement areas.
- [Developed, debugged and enhanced SAS programs](#) for dynamic report production.
- Utilized [SAS technologies](#) to generate meaningful data insights.
- Created visualizations using [SAS Visual Analytics and SAS BI Dashboard](#).
- [Analyzed](#) 24 sources of multivariate data [with R to identify significant findings](#), which enabled the creation of written publications.
- [Leveraged statistical programs to apply Logistic Regression](#) and multivariate models to create visualizations for 130 presentations.
- [Collaborated](#) on hypothesis formulation, determination of research design, and [data collection procedures by using Pandas, SciPy and Matplotlib](#) for 26 research programs.
- [Trained](#) 4 junior statisticians in program processes and procedures.

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## PROJECTS

### Grocery Delivery Optimization

- Created & applied a [Genetic Algorithm in Python](#) to search out a near-optimal route across 10 addresses. This led to estimated [savings of up to 50%](#) in both delivery time and fuel consumption over a route based upon transaction order alone. This approach could be utilised across many industries as a way to find more optimal solutions.

## PROJECTS (CON'T)

### "You Are What You Eat" Customer Segmentation

- Used [k-means clustering](#) on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions.

## EDUCATION

### MBA (AI Leadership)

2014-2016- Strayer University - Charlotte, NC

### MA (Education)

2016 - 2017 - University of North Carolina - Charlotte, NC

### BA (Psychology)

2006 - 2010 - Alaska Pacific University - Anchorage, AK

## CERTIFICATIONS

### Advanced Machine Learning on Google Cloud Certification

[Actionable Learnings](#): Optimizing, deploying, and scaling production of Machine Learning models.

### IBM AI Engineering Certification

[Actionable Learnings](#): Implemented supervised and unsupervised machine learning models using SciPy and ScikitLearn. Deployed machine learning algorithms and pipelines on Apache Spark. Built deep learning models and neural networks using Keras, PyTorch, and TensorFlow.

### AWS Cloud Practitioner Certification

[Actionable Learnings](#): Foundational knowledge of AWS services, cloud computing concepts, security, and pricing models.

### SAS Visual Business Analytics Certification

[Actionable Learnings](#): Added and manipulated data items within SAS Visual Analytics. Analyze data with SAS Visual Analytics. Designed reports using SAS Visual Analytics.

### SAS Programmer Certification

[Actionable Learnings](#): Machine learning. Natural language processing and computer vision. Model forecasting and optimization.

### AI Agent Developer Certification

[Actionable Learnings](#): Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests. Utilizing Github for version control, and collaboration. Using Python for data analysis, manipulation & visualization.

### CompTIA A+ Certification

[Actionable Learnings](#): Installed and configured laptops and other mobile devices. Network and Hardware troubleshooting. Identified and protected against security vulnerabilities for devices and their network connections. Installed and supported Windows OS, including command line and client support. Implemented Mac OS, Linux and mobile OS.

### Data Science Professional Certification

[Actionable Learnings](#): Extracting & manipulating data using SQL. Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation. Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time. Machine Learning pipelines to streamline the ML pre-processing & modelling phase. Deployment of a ML pipeline onto a live website using Streamlit. Using Tableau to create powerful Data Visualizations. Turning business problems into Data Science solutions.