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, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), R

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

Data Analyst Charlotte Mecklenburg School District
JUNE 2023- PRESENT 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 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 and Python, 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.

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EXPERIENCE (CON'T)

Data Analyst Chester County School District
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.
- 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.

PROJECTS

Grocery Delivery Optimization

- Created & applied a Genetic Algorithm in Python to search out a near-optimal route across 10 addresses. This lead 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

BCA/BSc (Psychology)
2006 - 2010 - Alaska Pacific University, AK

BCA/BSc (Education)
2016 - 2017 - University of North Carolina, Charlotte, NC

COURSES & CERTS

Data Science Professional Certification (Data Science Infinity)
Actionable Learnings: Extracting & manipulating data using SQL. Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests. Utilising Github for version control, and collaboration. Using Python for data analysis, manipulation & visualisation. 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 jf 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.