

Christopher V. Porter

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An inquisitive, self-driven Data Scientist that possesses the ability to communicate findings effectively with both technical and non-technical audiences.

SKILLS

Databases/Big Data: SQL Server, MySQL, Neo4j (Graph Database), PySpark, Excel/Access

Analytics/Visualization/CRM: Tableau, Power BI, Google Data Studio, Google Analytics

Machine Learning: Linear/Logistic/Penalized Regression, Decision Trees, Naïve Bayes, Clustering, Neural Nets, NLP, A/B Testing

Cloud Computing: AWS (RDS, EC2, IAM, S3, Lambda)

Web Tools/Technologies: CSS, HTML, PHP

Programming: R, Python, SQL, Cypher QL, pandas, numpy, scikit-learn, matplotlib, ggplot, tidyverse

Languages: English, Mandarin Chinese

PROJECTS

MKTG 6600

Case Study: Movie Magic

- github.com/WestlakeData/Portfolio/tree/main/MovieMagic

Salt Lake City, UT

Aug 2022 – Nov 2022

MKTG 6620

Orange Juice Sales at Wasatch Grocery Chain

- github.com/WestlakeData/Portfolio/tree/main/WasatchGrocery

Salt Lake City, UT

Oct 2022 – Nov 2022

EXPERIENCE

ThoughtCloud

Machine Learning Project

- Evaluated machine model for operationalization for use in app
- Communicated findings to company CEO
- Developed alternate solutions to meet company needs
- Utilized Python, Neo4j, Cypher QL, scikit-learn

Reno, NV

Sep 2022 – Dec 2022

Westlake Data Analytics

Data Science Analyst

- Identified, procured, and developed ETL pipeline for relevant data sources
- Developed initial machine learning model to assist clients in market segmentation and target identification, demonstrated 78% model accuracy
- Reduced client marketing expenditures by average of 68%
- Maintained code base and evolved model to increase performance
- Created 5 new automated report templates and created and maintained dashboards to communicate findings to clients
- Communicated with clients to identify needs and present available solutions
- Transitioned computing resources from local to AWS, increasing availability to clients
- Utilized R, Python, SQL Server, AWS, pandas, ggplot, tidyverse

Saratoga Springs, UT

Jan 2021 – present

Additional work experience available on LinkedIn or upon request

EDUCATION

University of Utah, David Eccles School of Business

Master of Science, Business Analytics

- Relevant Courses: Visualization (1.5 CR), Machine Learning (13.5 CR), Dynamic Web Apps (3 CR), Linear & Integer Programming (1.5 CR)

Salt Lake City, UT

Dec 2023

Utah Valley University

Certificate of Proficiency III, Data Analytics

- 18 Upper Division CR (30 CR Total)
- Machine Learning, Database Theory/Design/Administration, Visualization

Orem, UT

Aug 2021

Brigham Young University

Bachelor of Science, Molecular Biology

- Research in Virology and Structural Biophysics

Provo, UT

Dec 2011

CERTIFICATIONS

- Data Science and Big Data Analytics, DELL Technologies EAA-007
- AWS Cloud Practitioner