

Aaron O'Neal

Data Scientist

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Websites : [GitHub](#) | [Portfolio](#) | [LinkedIn](#)

I am an athlete turned data-scientist. I take a logical approach to solving real world problems by deep diving into data with a high attention to detail. I connect with and build relationships with athletes and coaches to offer detailed insights on performance data to provide a competitive edge.

SKILLS

Python | SQL | Pandas | Atom | Visual Studio Code | GitBash | Github | NumPy | Matplotlib | Seaborn | Scikit-Learn | Beautiful Soup | Statistical Analysis | Linear Regression | Logistic Regression | Tree-Based Classification Models | Natural Language Processing | Microsoft Office (Word, Excel, PowerPoint, etc.) | Google Suite | HTML | Webscraping | PySpark | Neural Networks | Keras | PyTorch | Recommender Systems | ARIMA and RNN models |

RELEVANT EXPERIENCE

Data Science Immersive Fellow | General Assembly | Remote | 10/2021 - 01/2022

Successfully completed 500+ hours of expert-led instruction in data science and hands-on learning of python coding, modeling, and statistical analysis and the industry's most in demand technologies. Developed projects, including:

- **[Standardized Tests Analysis](#)**: Used Jupyter Notebook to write Python code to explore and analyze data on SAT and ACT test scores from 2019 and determine states in which highest performing students were located
- **[Ames, Iowa Housing Project](#)**: Used Jupyter Notebook to write Python code to explore housing data and create linear and logistic models that predict the price of a house at time of sale based on features of that house. Best model had a cross validation score of 90%. Won the class Kaggle competition for the model with the lowest RMSE of 26802.57.
- **[Reddit API's and NLP](#)**: Used Reddit's API to pull posts on the Premier League and Tomorrowland and used NLP tools to explore and analyze different posts in Jupyter Notebook. Built multiple models to predict which subreddit a post came from based on the title, the comments, or a combination of both. Best model predicted on a combination of title and comments with an accuracy of 94%.
- **[Aviation Incident Project](#)**: Partnered with two members of my GA cohort to analyze aviation incidents and determine factors that led to incidents and recommend solutions to reduce death or injury in future incidents. Used NLP to review incident reports and built Neural Network and Random Forest Classification models to predict if an incident would lead to death or injury with low accuracy due to unreliable collection of data and recommended better collection and input of aviation incident data.
- **[CONCACAF World Cup 2022 Qualification Project](#)**: Collected data on international matches and rankings to predict the scores of the qualification matches for the CONCACAF region then update the table and predict which teams from CONCACAF would qualify for the 2022 World Cup in Qatar.

Product Life Cycle Manager | Nike | Boston, MA | 12/2015 - 10/2021

- Oversaw 4 departments of a \$12M annual revenue store including operations, shipping and receiving, visual merchandising and customer experience
- Managed a team of 50+ staff to drive KPIs such as sales, Net Promoter Score, and Nike+ membership registrations while hitting payroll targets
- Partnered with allocators to ensure the store's product allocation styles and quantities were optimized to drive revenue and the customer experience. Ensured product is received properly, merchandised to premium standards, and transferred out timely as needed.
- Interviewed, hired, and trained sales representatives and developed talent in store through continued training and timely and purposeful feedback
- Prior roles and promotions based on performance: Seasonal Associate to Full Time Associate to Product Lead to Operations Manager to Product Life Cycle Manager

Branch Manager | Hertz Corporation | Natick, MA | 06/2012 – 09/2015

- Ensured that branch and employees met expected KPIs in revenue targets, in auxiliary sales goals, utilization of inventory, and Net Promoter Score
- Maintained deep and lasting relationships with 40+ accounts and sought new business accounts with the goal of increasing revenue by 10% each year

Financial Services Representative | New York Life | Waltham, MA | 06/2011 – 01/2012

- Sought out and met with clients, both individuals and businesses, to discuss financial strategies such as asset protection, accumulation, and distribution then developed portfolios of insurance and investments that fit client needs and maintained relationships with clients to ensure that their financial strategies stayed in line with their financial goals
- Obtained FINRA Series 6 and 63 licenses and was certified to discuss insurance, annuities, stocks/securities, financial planning, 401K plans, wealth management, retirement planning, and mutual funds

EDUCATION

General Assembly | Data Science Immersive | Remote | 2021

Bachelor's of Arts in Economics | Boston University | Boston, MA | 2007-2011