Alexa M. DiDio

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EDUCATION

University of California, Berkeley, CA — Fall 2020

Bachelor of Arts in Applied Mathematics
Applications in Data Science & Statistics

Relevant Coursework: Principles & Techniques in Data Science (Python, SQL), Concepts of Probability, Programming for Mathematical Applications (Julia, Mathematica), Numerical Analysis (MATLAB)

SKILLS & CERTIFICATIONS

Skills: Cloud Computing, Data Mining, Database Structures & Algorithms, Data Visualization, ETL, Machine Learning, Statistical Analysis

Technologies: AWS SageMaker, Databricks, Julia, Power BI, Pyspark, Python, Snowflake, SQL, Tableau

Libraries: Auto-ARIMA, Facebook Prophet, Matplotlib, Modin, Numpy, Pandas, SARIMAX, SciKit-Learn, Scipy, Seaborn, XGBoost

Certifications: Databricks Certified Data Engineer Associate

WORK EXPERIENCE

Data Analyst — **2022 - Present**

Tredence, Inc.

METT - Email Targeting Team

- Worked in the data science team, consulting for a high profile hospitality client to generate propensity scores and personalized email targeting for various stay types and domains
- Developed and deployed 20+ classification models using Pyspark and Python within AWS SageMaker, in conjunction with SQL queries in Snowflake
- Increased the customer clickthrough rates by 60%, ultimately increasing revenue by 32% from previously used models

Elite Forecasting / Enrollment Goal Setting

- Led the forecasting of end-of-year enrollment numbers for a hospitality rewards program to facilitate goal setting and guide strategic decisions for the subsequent year
- Pulled necessary data from Snowflake SQL Database, & created optimized time series forecasting models for each rewards tier level, using algorithms in Python, such as Auto-ARIMA, SARIMAX, and Facebook Prophet
- Consolidated train, test, validation & choosing process for 50+ model variations into a single streamlined function
- Enabled data-driven decision-making by providing accurate forecasts, accounting for factors such as tier enrollment thresholds, COVID-19 business impact, and seasonality trends

HIGHLIGHTED PROJECTS

Spam Email Classifier — Fall 2020

Principles & Techniques in Data Science - UC Berkeley

- Developed a spam/ham email classifier to filter spam emails from any large email dataset using techniques such as Feature Engineering, Logistic Regression & Cross-Validation
- Achieved a testing accuracy of >90%

Neural Network for Character Recognition — Spring 2020

Programming for Mathematical Applications - UC Berkeley

- Implemented an artificial neural network for Optical Character Recognition (OCR)
- Employed a Multilayer Perceptron (MLP) with a single hidden layer, using Gradient Descent
- Accurately identified progressively more noisy test characters, as defined by 7x6 images and represented as vectors

of 42 pixel values