JESSICA CLAIRE

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PROFESSIONAL SUMMARY

A Horizontal Data Analytics Professional with 4+ years of constructive experience in data mining and analytics, making statistical inferences utilizing non-spatial and spatial data. Â Experienced professional in extracting and predicting quality information from quantitative and qualitative data and in presenting the result to technical/non-technical end users. Â

SKILLS

Languages & Tools: R, SQL, Tableau, Power BI, SPSS, Hadoop, Hive, Google Analytics, Oracle Maxymiser, MS Office, ArcGIS suite, QGIS

Data Types: Structured, Unstructured

Analytics: Descriptive and Inferential Statistics, Regressions, Feature Selection, Clustering, Time Series Analysis and Forecasting, Support Vector Machines, Neural Nets, Decision Trees, Random Forests, Analytical hierarchy process (AHP), Market Basket Analysis, Text Mining, Spatial Analysis, Geostatistical Analysis

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EXPERIENCE

Sr. BI Analyst (Machine Learning & Predictive Analytics), 2017 - Current

Vmware, Inc. â€" New York City, NY,

- Developed deep learning model in R to understand the sentiments of the customers from social media platforms.
- Performed clustering of customers for customer segmentation.
- Developed machine learning model to predict the financial scores of the customers to make product related suggestions. Â
- Developing 'propensity to convert' model to understand the Lifetime value of customers.
- Applied 'Market-Basket Analysis/Association Rule mining' on a large customer data to discover interesting patterns for cross selling the products.
- Text-mined the Chat/email data to identify the issues that customers have with the products.
- Created interactive dashboards on Tableau to assist end users' decision-making.
- Participated in A/B testing for website optimization.
- Produced insights using data from google analytics, oracle maxymiser, customer feedback, social media platforms.

Data Analyst, 10/2014 - 10/2016

Phibro Animal Health Corporation A â€" Quincy, IL,

- Gathered spatial/non-spatial multidimensional data collected either from the Â physical measurement or from open source web portals.
- Queried datasets using SQL and cleaned it using R for modeling.
- Performed EDA: Data integration, outlier analysis, missing value treatment, correlation analysis, PCA as part of data preparation.
- Applied supervised and unsupervised machine models to understand the environmental risk and in choosing the right remediation Â strategy.
- Integrated non-spatial data to spatial data for visualization and mapping in ArcGIS.
- Developed spatial models and conducted Â geo-statistical Â analysis to calculate and predict contamination extent in ESRI ArcGIS suites.
- Conducted Ecological Risk Assessment as per NJDEP requirements and developed reports.

Geo-spatial Analyst, 10/2014 - 10/2016

Phibro Animal Health Corporation A â€" Omaha, NE,

- Prepared, cleaned and stored physically measured data on a local server.
- Prepared geospatial database by collecting/creating shapefiles and grid generation.
- Imported and processed the LiDAR imagery.
- Conducted location data validation in ArcGIS.
- Developed a conceptual framework for location-based spatial analysis.
- Performed outlier detection and cleaning using proximity analysis tools of ArcGIS.
- Merged, modified data and extracted attributes using data management tools.
- Analyzed the area and identified locations for detailed investigation.
- Developed contaminant transport models to predict the distance and time for the reduction in contaminant

concentration.

- Prepared spatial models and maps using the elevation data.
- Geocoded the results for detailed location information using ArcGIS.
- Streamlined the project by building geoprocessing workflows using model builder in ArcGIS.

Research Assistant, 05/2011 - 06/2014

Booz Allen Hamilton Inc. â€" Arlington (1550 Crystal Dr Suite 1000) Client, VA,

- Objective: Identify the suitable habitats for Asiatic Lions (Panthera Leo Persica) and potential habitat corridors for their movement to conserve these then critically endangered species in India.
- Developed an expert-opinion based habitat suitability model using Analytical Hierarchical Process (AHP) and least-coast path analysis.
- Performed detailed literature review to understand the problem and identify popular methods applied in this domain.
- Generated data using expert's opinions (survey results) about the subject in lieu of lion habitat preferences data.
- Collected secondary data (census, geo-spatial Dataset, variable selections) from the literature, state/federal government, and open data portal.
- Performed data cleaning and missing data imputation.
- Conducted Exploratory Data Analysis (EDA) to understand the statistical distribution.
- Performed Analytical Hierarchical Process (AHP) for decision-making purposes on the surveyed data using R-ahpÂ package.
- Mosaicked and clipped Digital Elevation Models and created the mother raster in ArcGIS.
- Generated required layers and calculated euclidean distances.
- Reclassified all data layers by using weighted overlays to identify the most suitable habitat patches for the lions.
- PerformedÂ the least coast path analysis (LCP) to identify the potential corridors for Asiatic Lions.
- Presented the results at multiple conferences and submitted a thesis based on research.

Research Assistant, 06/2008 - 04/2009

The M.S. University â€" City, STATE, India

- Hypothesis: "There is a positive linear relation between river water pollution and crocodile population in Vishwamitri River".
- Conducted a yearlong seasonal random water sampling event at 8 sampling stations on aÂ river.
- Used transect method and performed seasonal crocodile census.
- Processes physically measured data in MS Excel and performed ExploratoryÂ Data Analysis.
- Applied linear Regression model to understand the relation between crocodile population and physicochemical parameters.
- Geo-coded the data points and developed habitat maps using GIS tools.
- Presented the results at conferences and submitted an undergraduate thesis based on research.

Data Technician, 06/2007 - 07/2009

Forest Department Of Gujarat â€" City, STATE, India

- Created data tables in MS excel and ran the descriptive statistics using PAST 3.
- Performed basic data visualization in MS excel.
- Performed digitization and prepared maps using GIS tools.

EDUCATION

Master of Science: Environmental Sciences, 2014

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University of Illinois at Springfield - Springfield, Illinois
GPA:

: Environmental Sciences (PGD), 2010

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The MS University of Baroda - Vadodara, Gujarat
GPA:

Bachelor of Science: Environmental Science, 2009

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The MS University of Baroda - Vadodara, Gujarat
GPA:

CERTIFICATIONS

- Introduction R, Intermediate R & Importing Data in R- DataCamp Â Â Â
- Statistics with R - DataCamp

- Complete SQL - Udemy
- SQL: Master Class for SQL Data Analytics - Udemy Â
- Tableau 10: Hands-on Tableau Training for Data Science - Udemy Â Â Â Â
- Tableau 10: Advanced Training: Master Tableau in Data Science- Udemy
- Data Science and Machine Learning with R- Udemy Â Â Â Â Â
- Machine Learning A-Z: Hands on python & R in Data Science - Udemy
- Time Series Analysis and Forecasting in R - Udemy Â Â Â Â Â
- Practical Data Science: Dimensionality Reduction with R - Udemy
- Text Mining, Scraping and Sentiment Analysis with R â€" Udemy Â Â Â Â Â Â
- Associate Data Scientist Certification (Ongoing) â€" EMC2

PUBLICATIONS

- Claire, S. (2014). Â Identifying potential habitat patches and dispersal corridors for Asiatic Lions (*Panthera leo Â persica*) Â in the Greater Gir region of Gujarat, India (Masters Dissertation, University of Illinois, Springfield).
- Claire, S. (2010). Conservation strategies for Fauna of Gujarat, India (Post-Graduation Diploma Dissertation Report, The MS University of Baroda, India.). Â·
- Claire, S. (2009). Â Physico-Chemical Analysis of River Vishwamitri in Vadodara City with Special Reference to *Crocodylus palustris.*' (Bachelorsâ€™ Dissertation, The MS University of Baroda, India.)