

Chris Umphlett

DATA SCIENTIST

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Skills

DATA SCIENCE

- Forecasting, machine learning, big data wrangling, process automation, Discrete Event Simulation, regression analysis, data quality enhancement, data visualization, classification, text mining

APPLICATIONS

- Primarily RStudio and SQL Server. Also experienced in Excel, Tableau, Power BI and SAS EG.

LANGUAGES

- R, SAS (Base 9 Certified), SQL, VBA

LEADERSHIP

- Former non-profit board member and president, mentorship of peers, explaining technical material to non-technical audience and management, oversight of interns, change management

Experience

Techsmith

MANAGER OF DATA ANALYSIS AND DATA PRIVACY

Okemos, MI

Dec 2019 - Present

- Developing advanced analytics solutions for business areas across the company.

Consumers Energy

Jackson, MI

DATA SCIENTIST - CUSTOMER DATA ANALYTICS

Oct 2018 - Dec 2019

- Created new Customer Experience Index (CXi) automated reporting. I brought together transactions and survey responses from our web, call center and field channels and created the data architecture in SQL Server for storing the data. I developed code to calculate CXi across different levels of aggregation and automatically detect data quality issues.
- Linked customer, meter and outage system data to build customer-level outage experience timelines, then used ML to determine the aspects of an outage that have the greatest impact on the customer's self-reported outage experience and statistical modeling to quantify the impact.
- Created production ML process to classify phone calls according to the predicted customer call reason.
- Discovered and remediated many data quality issues, teaching the team best practices for ensuring quality and catching errors.

Impression 5 Museum

Lansing, MI

PRO BONO CONSULTANT

Nov 2018 - Present

- Help with collection, analysis and reporting of member data.

Jackson National Life

Lansing, MI

SR OPERATIONS BUSINESS PROCESS ANALYST

Mar 2012 - Sep 2018

- Learned and implemented machine learning and statistical processes, including: anomaly detection, force-directed network visualization, logistic regression, exponential smoothing, unobserved component models, automatic dimension reduction and variable selection, text mining, decision trees and fuzzy matching.
- Created automated forecasting system with semi-supervised machine learning umbrella to automate model parameterization. Forecasts are generated using Unobserved Component Modeling implemented with SAS PROC UCM.
- Used discrete event simulation (R's simmer package) to predict the effect of various staffing strategies on Operations KPIs.

Kellogg's

Battle Creek, MI

INTERN, PRICING AND PROMOTION ANALYTICS

May 2011 - Mar 2012

- Contributed to Kellogg's marketing and sales strategies, including optimal feature price, display partners and expected promotion lift.

Education

Central Michigan University

Mount Pleasant, MI

MA, ECONOMICS

2010 - 2012

- Research Assistant for two professors
- Taught undergraduate Microeconomics
- Master's paper: Fare or Foul: The effects of public transit fare increases on auto fatalities

University of North Carolina

Chapel Hill, NC

BS, BUSINESS

2002 - 2006

- Minor: Anthropology