Andre Violante
Data Science Leader

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Experience

Senior Manager, Revenue Science, *Bolt*, Remote, USA   **March 2022 - Present**

• Built a new team to oversee analytics and insights for revenue generating departments (Sales, Marketing, & Product).
• Delivered a data quality score and completeness score methodology including deployment back into Salesforce.

Manager, Data Science and Machine Learning, *IBM*, Remote, USA   **March 2019 - March 2022**

• Lead a remote team of high performing data scientists and help them execute on important department priorities.
• Size opportunities to ensure the data science team is working on the most impactful projects.
• Brainstorm, scope, and implement technical data science projects on-site and remotely in collaboration with clients to deliver business results.

Head of Data Science, *Rares.io*, Remote, USA   **June 2020 - Present**

• Oversee, lead, and implement the analytics and data science efforts largely focused around product classification, product valuation, and overall company success metrics using a variety of analytics, machine learning, and deep learning methods.
• Stood up environment and built a hosted self-service company dashboard using AWS and Apache Superset.

Course Instructor (Part-Time), *Western Governors University*, Remote, USA   **Dec 2019 - April 2021**

• Part-time course instructor for: C993 - Structured Query Language (SQL) and C753 - Machine Learning.
• Lead weekly interactive sessions with students to discuss course material, project methodology, and code review.

Senior Data Scientist, *SAS*, Cary, NC, USA   **Feb 2018 - March 2019**

• Built machine learning and deep learning models for clients to illustrate SAS Open Source integration with Python and R.
• Partnered with R&D and product teams to communicate customer feedback, QA features, and research industry advancements.
• Contributor to SAS open source deep learning python package (DLPy).
• Speaker at various external events promoting SAS machine learning, deep learning and open source technologies.

Engagement Science Manager, *Nike*, Beaverton, OR, USA   **April 2016 - Feb 2018**

• Developed and implemented A/B testing and causal inference models to measure impact on specific interventions.
• Modeled customer returns value and presented findings to cross-functional leadership leading to a new company focus area.
• Lead the work assessing local markets, at postal code level, with a scoring methodology utilizing digital and external data.
• Developed a methodology to model and track changes in wealth distribution for top percentile customers to then inform sales and marketing strategy towards those customers.
• Managed a team of onsite and remote employees to complete a variety of low, medium, and high impact projects.

Data Scientist - Advanced Analytics, *Zappos*, Las Vegas, NV, USA   **Oct 2013 - April 2016**

• Built forecasting models for a variety of metrics around non-peak and peak holiday periods.
• Collaborated on a customer segmentation model to identify and predict segments.
• Built a marketing mix model to better inform digital marketing spend across channels and optimize budget.
• Applied causal inference and A/B testing models to various marketing efforts at aggregate, user, and geographic levels to measure impact and effectiveness.

Marketing & Promotional Merchandise Analyst, *Zappos*, Las Vegas, NV, USA   **Feb 2012 - Oct 2013**

• Rebuilt the department reporting system for senior management that reported on all direct marketing channel efforts and relayed marketing costs to the finance department.
• Established a relational model to better optimize ad spend between prospecting, retargeting, and social display ads.
• Built and designed a promotional reporting system for merchandise buyers and senior management.
• Analyzed and priced aged inventory to sell on 6PM.com and maximize sell through.
• Forecasted promotional sales by brand to understand and predict daily revenue and margin.

Programming and Development Skills

Languages   R, Python, SQL (SQL Server, Hive, AWS, GCP, Oracle), SAS, Spark, LaTeX, Unix (Bash)

Tools   **Python:** pandas, numpy, scikit-learn, dlpy, pyspark, matplitlib, jupyter notebook, seaborn, pytorch, keras, etc.

R: ggplot2, dplyr, sqldf, caret, glmnet, causalimpact, r markdown, shiny, etc.

Education

Computer Science & Machine Learning, *Georgia Institute of Technology*, Atlanta, GA, USA   **2017 - 2018**

Courses: Data and Visual Analytics, Data Systems Concepts and Design, Reinforcement Learning

MS Data Science, *Northwestern University*, Evanston, IL, USA   **2015**

Courses: Statistical Analysis, ML, Regression, GLMs, Database Concepts, Leadership, Big Data, and Capstone.

BS Business Management, *Utah Valley University*, Orem, UT, USA