

Alexander C. Wilde

New York, NY

WORK

360i

New York, NY

Junior Associate; Associate Data Scientist

May 2018 – Present

Working as a project-based data scientist building optimization and analytics tools for businesses

DSW

Currently creating a systematic forecasting tool in R which attributes volume and revenue to predictors such as seasonal covariates, spend, and promotions; forecasts using ARIMA and state space models.

Absolut

Performed research in dynamic pricing, consumer demand and marketing equilibrium theory. Using Harvard econometric research, created a optimization tool and simulator which took pricing inputs broken out by product across state markets.

Chili's

Deployed systematic, automated AWS & GCP pipeline in Airflow which transferred GB worth of data into a budget optimizer for optimal allocation of spend across marketing channels. Also introduced a statistical testing methodology to test the validity of the underlying assumptions in the optimizer.

SAP

Palo Alto, CA

Product Analytics Intern

May 2017 – August 2017

Worked on the Product Marketing Team for SAP. Positioned SAP products for market entry through competitor analysis and consumer demand forecasting. Self-taught SAP database infrastructures to brainstorm Database as a Service product offering.

PROJECTS

AlphaBet

Building algo trading platform with API and DB integration from scratch, implemented in Python. Project incorporates statistical analysis and signal creation, next iteration will include systematized macro outlook.

Online News Popularity

Created Neural Network regressor in Tensorflow for article popularity based on textual and categorical features; performed EDA with PCA and clustering methods.

EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Arts in Applied Mathematics

May 2018

Relevant Coursework: Statistical Theory, Probability Theory, Machine Learning, Stochastic Processes, Real Analysis, Numerical Analysis, Financial Economics, Microeconomic Theory, International Business

High Jumper, Division I Track & Field

ACTIVITIES

Marshall Chess Club

Avid chess player of 7+ years, ranked top 100 in US for 18 year olds for all of 2014

Pride Toastmasters

Member of public speaking group performing prepared and extemporaneous speeches

Capital Investments at Berkeley

Performed thorough company analyses using DCF, Sensitivity and Risk Analysis; headed risk analysis in Cambridge Associates collaboration project on a Fama-French Five Factor portfolio

SKILLS & INTERESTS

Programming and Tools: Python, R, SQL, Tableau, AWS, GCP, UNIX, git, Docker, Airflow

Interests: Chess, Poker, Triathlon, Golf, Basketball, Reading, Transcendental Meditation, Psychology, NY Philharmonic