

# Alexander C. Wilde

Berkeley, CA

## SUMMARY

Aspiring data scientist interested in the intersection between marketing and data analytics. Goal is to develop insight and improve business strategy through out-of-the-box thinking and collaboration with others. Passionate about tackling creative projects with an entrepreneurial spirit to impact the decision making process.

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## EDUCATION

### University of California, Berkeley

Berkeley, CA

*Bachelor of Arts in Applied Mathematics, Concentration in Data Science*

Expected May 2018

- Relevant Coursework: Machine Learning, Python for Data Science, Statistical Theory, Data Mining & Analytics(IP), Probability Theory, Price and Promotion Analytics, Marketing Measurement Strategy, Real Analysis, Numerical Analysis
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## WORK EXPERIENCE

### SAP

Palo Alto, CA

*Product Development & Market Analytics Intern*

May 2017 – August 2017

- Self-taught SAP database infrastructures to hypothesize capabilities for Database as a Service (DBaaS) product blueprint
- Generated industry-ready solutions for SAP Big Data products from market trends and customer demands
- Restructured customer data platform in order to improve analysis for product and marketing initiatives

### Custom Logo Company

Oakland, CA

*Sales Intern*

May 2016 – November 2016

- Negotiated with corporate representatives and processed orders; accounting operations assistant
  - Researched marketing improvements within Twitter, Facebook, Amazon and others
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## PROJECTS

### Netflix Recommender System

January 2017

- Building a recommender using the Kaggle Netflix dataset, augmenting data via scraping IMDB and Rotten Tomatoes
- Recommends movies to watch using similarity metrics and factorization of users and movies
- Concepts: KNN, Matrix Factorization, Clustering, Neural Network. Tools: Pandas, SKLearn, Scrapy, Selenium, Tableau.

### Online News Popularity

December 2017

- Built a Neural Network predictor for article popularity based on textual and categorical features
- Analysis with PCA & clustering, training/classification with Regressions, Neural Networks, Random Forests
- Concepts: Feature Engineering, Text Analysis, Neural Network. Tools: Pandas, Numpy, SKLearn, Tensorflow, Tableau

### Last.fm

November 2017

- Performed exploratory analysis on 4 years worth of streaming data for 1000 users
  - Engineered features to optimize ad placement using regression and Random Forest
  - Concepts: Regression, Random Forest, Behavior Prediction. Tools: Pandas, Numpy, SKLearn, Tableau, Matplotlib
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## EXTRACURRICULAR ACTIVITIES

### Capital Investments at Berkeley

January 2017 – Present

- Member of Equity Research team performing full company analyses using DCF, Sensitivity and Risk Analysis
  - Headed risk analysis in Cambridge Associates collaboration project on a Fama-French Five Factor portfolio
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## SKILLS & INTERESTS

**Programming and Tools:** Python, Jupyter, R, SQL, Hive, UNIX, Git, Tableau, Microsoft Office

**Libraries:** Numpy, SciKit+SKLearn, Pandas, Scrapy, Tensorflow, Matplotlib

**Business:** Critical Thinking, Research & Analysis Reporting, Accounting, Telephone Communication