Alexander C. Wilde

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SUMMARY

Aspiring data scientist whose 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. Interest lies in the intersection between marketing and data analytics.

EDUCATION

University of California, Berkeley — **Berkeley, CA**

Bachelor of Arts in Applied Mathematics, Concentration in Data Science — Expected December 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 RecSys 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*

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