


BOAZ OWITTI

>> DATA SCIENCE | MACHINE LEARNING

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New Jersey, U.S.A 

MOTIVATION *I am passionate about [solving business problems](#) by utilizing Data Science & Machine Learning skills and techniques. I systematically and creatively use my skillset to add [tangible value](#) to the team, the business, and the end-user. I am enthusiastic about learning and improving.*

SKILLS & TOOLS

[Programming](#): Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL, VBA

[Machine Learning](#): Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

[Other](#): Statistics, Github, Data Visualisation, Tableau Qlik Sense, OBIEE, MS Office, Jupyter Notebook, Spyder, JMP, ExtendSim, AWS

EXPERIENCE **Data Scientist - KenCrest Services**

OCT 2021 - PRESENT

- To combat increasing employee churn, I built an [employee churn model using Logistic Regression in Python](#). Employees deemed highly likely to leave (> 75% probability) were put onto a retention program leading to a 11% reduction in churn (vs. control group).
- [Built a predictive model using Random Forest in Python](#) that estimated behavior scores for untagged clients (r-squared 91%). This led to a 25% increase in the number of clients we could analyze, and develop appropriate behavior plan for.
- Using [client association metrics and clustering techniques](#) I led the creation of three new behavior segments that represented true, data-driven categories that are now used for new client onboarding and placement initiatives. This has led to provision of more personalized services precisely suited to our clients' needs.
- Facilitated and led a [gamification campaign](#) to increase employee engagement with online trainings. [Causal impact analysis](#) revealed a 7% uplift in employee engagement.

Business Intelligence Developer | OBIEE & Tableau Developer - KenCrest Services

JULY 2017 - OCT 2021

- Gathered business requirements and translated it into [data models that transformed raw data into meaningful insights](#) for senior executives.
- Used [Oracle Business Intelligence Enterprise Edition \(OBIEE\)](#) to design and develop End-Point Analytics ; dynamic reports and interactive dashboards based on business requirements to support senior management keep track of [key performance metrics \(KPIs\)](#).
- Used [SQL & Tableau](#) to automate the extraction of behavior data, and create a dynamic weekly report that support senior leadership [understand and investigate trends over time, and diagnose potential issues](#).

Data Entry Clerk - KenCrest Services

JULY 2014 - AUG 2017


- Prepared sourced data for computer entry by compiling and sorting income information for registered clients.
- Entered client and account data into the source systems by imputing data on a keyboard and optical scanners.
- Processed client account information by reviewing data for deficiencies and returning incomplete documents to the team lead for resolution.
- Maintained records on client for second level review.

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PERSONAL PROJECTS

Quantifying Sales Uplift with Causal Impact Analysis

- Created & applied [Causal Impact Analysis](#) using [pycausalimpact](#) library to help understand the impact a new delivery club campaign has had on customer spend following joining the club. Understanding and quantifying a change in a key business metric after some event has taken place is critical task in any business set up.

"You Are What You Eat" Customer Segmentation

- Used [k-means clustering](#) on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotion.

>>> Please visit my portfolio for more details.

EDUCATION

MSc. Business Intelligence and Analytics - Data Science

Saint Joseph's University

Graduated: May, 2022 - Philadelphia, PA

BSc. Analytical Chemistry

Rowan University

Graduated: May, 2019 - Glassboro, NJ

ASc. Chemical Engineering

Rowan College at Burlington County

Graduated: May, 2015 - Mt. Laurel, NJ

COURSES & CERTS

ORACLE BUSINESS INTELLIGENCE FOUNDATION SUITE 11G CERTIFIED IMPLEMENTATION SPECIALIST, ORACLE UNIVERSITY

DATA SCIENCE INFINITY

[Actionable Learnings](#): Extracting & manipulating data using SQL | Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests | Utilizing Github for version control, and collaboration | Using Python for data analysis, manipulation & visualization | Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation | Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time | Machine Learning pipelines to streamline the ML pre-processing & modeling phase | Deployment of a ML pipeline onto a live website using Flask & Heroku | Turning business problems into Data Science solutions.

NLP 101 (Udemy)

[Actionable Learnings](#): Sentiment Analysis on customer reviews. This could be utilized to flag up customer complaints to a dedicated support team, improving customer satisfaction.