BOAZ OWITTI

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New Jersey, U.S.A 📍

>> DATA SCIENCE | MACHINE LEARNING

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 lead 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 lead the creation of three new behavior segments that represented true, data-driven categories that are used for new client placement . This lead to a more personalized service provision.
- Facilitated and lead a gamification campaign to analyze its impact on online training. 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 - JUN 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'sUniversity   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.