Brandon **Dey**

DATA SCIENTIST

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```
hire_Brandon -> function( your_Needs, brandons_Skillz) {
        if( identical( your_Needs, brandons_Skillz ) ) {
              print("DEFINITELY") } else {
                print("At Least Call?") } }
```

Programming Skills

LANGUAGES

- SQL (Highly adept, 4 years)
- R (Highly adept, 3 years) {tidyverse, stats, MASS, custom functions}
- SPSS (Proficient, 500 hours)
- STATA (Proficient, 300 hours)
- Python (Working knowledge, 100 hours) {Beautifulsoup4}

TECHNOLOGIES

- Git (Adept, 1+ year)
- Microsoft SQL Server (Highly adept, 4 years) {SSMS, SSRS, T-SQL}
- MySQL (Highly adept) {Workbench}
- R Markdown (Experienced, 2+ years)
- Microsoft Visio & LucidCharts (Proficient)
- OpenStreetMap (Proficient)
- R Shiny (Working knowledge, 10 hours)
- Hadoop (Working knowledge, 50 + hours) {Hive, Impala}
- Tableau (Working knowledge, 50 + hours)
- AWS (Cloud Practitioner certification forthcoming){Redshift}

Education

University of Wisconsin - Milwaukee   *Milwaukee, Wis*

B.A. IN ECONOMICS   *2010 - 2015*

THESIS: How Has the Black-White Health Gap Changed Over the Last 40 Years?

Work Experience

Direct Supply, Inc.   *Milwaukee, Wis.*

ANALYTICS ADVISOR, DATA SCIENCE   *March 2017 - PRESENT*

- Estimated causal effect of a new product line on program margin using bayesian structural timeseries models (in absence of randomized experiment) (R::CausalImpact).
- Predicted date range a Skilled Nursing facility is to be inspected with 85% accuracy using Stratified Cox survival model (R::survival).
- Designed, built, and evaluated a system that generates recurring monthly call and email campaigns by targeting customers most likely to buy in timeframe using logistic regression. Achieved XX % increase in clicks and XX% increase in purchase rate over holdout group in first 12 months in production (R::stats::glm).
- Automated the analysis of a biannual Net Promoter Score survey in R (was living in SPSS), reducing 280 hours of work from 1.5 FTE's to 14 hours of work by 1 FTE using custom-developed library of R functions.
- Predicted the topic(s) of a document based on its words using LDA Topic Modeling within first 30 days of joining team so engineering could trigger real time advertising based on words entered by users of mobile app (R::topicmodels).
- Visualized time series of customer lifecycle (new, full, lapsed) of all eCommerce customers to help eCommerce team meet KPIs (R::TraMineR).
- Estimated opportunity cost of discontinuing support of Internet Explorer 8.

MAY 13, 2018   BRANDON W. DEY · RÉSUMÉ   1

Direct Supply, Inc.
Milwaukee, Wis.

Business Intelligence Analyst, Business Intelligence
Dec. 2015 - March 2017

- Authored an Abandonded Shopping Cart Report that informed sellers when customers in territory placed product in shopping cart but hadn't purchased yet. Led to XX% increase in sales.
- Authored complex SQL queries/views/functions and reports to meet key KPIs, which varied across teams, departments, and business units.
- Acted as an advisor to stakeholders by having knowledge of data structures and system capabilities.

Direct Supply, Inc.
Milwaukee, Wis.

Reporting Analyst Intern, Business Intelligence
Oct. 2014 - Dec. 2015

- Fulfilled reporting requests by building and updating reports and dashboards using T-SQL, SSRS, and Microsoft Visual Studio.

University of Wisconsin - Milwaukee
Milwaukee, Wis.

Economics Research Assistant, Undergraduate Research Fellowship
Sept. 2014 - Dec. 2014

- Performed tasks to advance the research project of addressing whether the 5 cent plastic bag tax in Washington D.C. led to a decrease in food consumption, under the guidance of Dr. laura Grant.

Literacy Services of Wisconsin
Milwaukee, Wis.

Math Basics Coordinator, Intern
May 2014 - Aug. 2014

- Developed a new curriculum of basic math courses for adult students and taught all math lessons 1:1.

Honors & Awards

2012	**Recipient**, Scholarly Award, Delta Sigma Pi. Highest score on pledge exam.	*Milwaukee, Wis.*
2010	**Recipient**, Most Likely to Succeed Class of 2010 Coleman High School	*Coleman, Wis.*
2010	**Recipient**, English Award Coleman High School	*Coleman, Wis.*