Brandon **Dey**

DATA SCIENTIST

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```
hire_Brandon <- function( your_Needs, brandons_Skills) {
    if( identical( your_Needs, brandons_Skills ) ) {
        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, 2 years)
- STATA (Proficient, 1 year)
- Python (Proficient, 1 year) {Beautifulsoup4}

TECHNOLOGIES
- Microsoft SQL Server (Highly adept, 4 years) {SSMS, SSRS, T-SQL}
- MySQL (Highly adept, 3 years) {Workbench}
- Microsoft Visio & LucidCharts (Proficient 3 + years)
- R Markdown (Experienced, 2+ years)
- Git (lab & hub) (Adept, 1+ year)
- OpenStreetMap (Proficient, 1 + year)
- Hadoop (Working knowledge, 50 + hours) {Hive, Impala}
- Tableau (Working knowledge, 50 + hours)
- R Shiny (Working knowledge, 10 + hours)
- AWS (Proficient) {Redshift}

Education

University of Wisconsin - Milwaukee
Milwaukee, Wis

B.A. IN ECONOMICS, GPA 3.73   *2010 - 2015*

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

CONTINUING EDUCATION

Data Camp
Milwaukee, Wis

2018

- Statistical Modeling I, II
- ggplot2 I, II, III
- Machine Learning in R
- Reporting with R Markdown
- Correlation and Regression
- + a half-dozen more

AWS Cloud Practitioner Certificate
Milwaukee, Wis

Forthcoming

Work Experience

Direct Supply, Inc. *Milwaukee, Wis.*

ANALYTICS ADVISOR, DATA SCIENCE *March 2017 - PRESENT*

- Within first 30 days of joining team, built an LDA Topic Model that predicted what free-form text-based work orders were "about", allowing engineering to trigger real time advertising on topical key words entered by mobile app users (R::topicmodels).
- 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 13 percentage "point" boost in clicks and 5 percentage "point" increase in purchase rate over a 20% holdout group in first 12 months in production (R::stats::glm).
- Estimated causal effect of a new product line on existing margin using bayesian structural timeseries models (in absence of randomized experiment), enabling product managers to proceed to rollout more product (R::CausalImpact).
- Predicted date range a skilled nursing facility was to be inspected with 85% accuracy using Stratified Cox survival model to monetize publically available data from the Centers for Medicare & Medicaid Services (CMS) (R::survival).
- 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.
- Helped eCommerce executive leadership meet their KPI of retaining, growing, and finding customers by visualizing a time series of customer lifecycle (new, full, lapsed)(R::TraMineR).
- Estimated opportunity cost of discontinuing support of Internet Explorer 8 to help IT assess impact.

Direct Supply, Inc. *Milwaukee, Wis.*

BUSINESS INTELLIGENCE ANALYST, DATA SCIENCE *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, which led to a 4 percentage "point" lift 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, DATA SCIENCE *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.*