

BRANDON REYES

DATA SCIENTIST



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in brandonreyes25

Skills

MACHINE LEARNING

Regression

Natural Language Processing

Deep Learning

Neural Networks

PROGRAMMING

SQL

R

Python

Matlab

LIBRARIES AND FRAMEWORKS

Pandas

NumPy

Databricks

Snowflake

DATA VISUALIZATION

Matplotlib

Tableau

Looker

Databricks

Plotly

Adobe Illustrator

R

Excel

DATA MANAGEMENT/CLOUD TOOLS

AWS

Google Cloud

MongoDB

PostgreSQL

MSSQL

MySQL

Spark

CERTIFICATIONS

Driving AdRevenue with GoogleAds

Databricks Data Scientist Certificate

Tableau Data Scientist Certificate

Employment

Kargo Global Data Science Intern

New York, NY

June 2021 to Aug. 2021

- Produced valuable insights into metrics that drive users' attention on mobile ads by performing exploratory analysis on eight billion rows of moat data, which in return increased total exposure time by at least 20%
- Enhanced an audience discovery dashboard that displays sampled data from third-party sources by eliminating data discrepancies and utilizing benchmark data to compare specific audiences to the averages of the broader dataset in order to better understand each audience's demographics

Projects

Predicting IPO Returns

Aug. 2020 to Dec. 2020

- Analyzed data from over 100 companies to predict which IPOs will succeed over others with residual analysis techniques and linear regression
- Forecasted that stocks with lower revenue and high initial price offerings had greater success

Database Application

Aug. 2020 to Dec. 2020

- Formulated a database using MSSQL to build a sports-betting application with PowerApps
- Implemented triggers and procedures into the script to help manage the database

Customer Churn Analysis

Aug. 2020 to Dec. 2020

- Led a team of my peers in analyzing a Southeast Airlines JSON file to explore which factors influence customer detractor
- Found that detractors were usually over the age of 45 or had the lowest airline membership status

Activities

National Association of Latino Fraternal Organizations -

Aug. 2017 to May 2018

Director of Finance & Operations, Executive Board

- Managed and allocated a \$50,000 budget to various on/off-campus events from student activities to fundraisers
- Improved strategies to increase net profit by outsourcing organizational branding, social media marketing, and email newsletters

Volunteering

Black & Latinx Information Science & Technology Society

Syracuse, NY

Aug. 2020 to Current

Education

Syracuse University School of Information Studies Master of Science Applied Data Science

Aug. 2020 to Current

Cumulative GPA: 3.90

Syracuse University

Bachelor of Science Applied Mathematics

Aug. 2015 to May 2020