Jennifer Casias

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New York based Data Analyst/Scientist with a creative vision and passion for human connectivity

TECHNICAL SKILLS

Python, SQL, Machine Learning, Pandas, SKlearn, Jupyter, A/B Testing, Time Series Analysis, NLP, Excel, Tableau

EXPERIENCE

Research Data Scientist, Future Perfect X, New York, NY | Site 6/2023 - present

Future Perfect X is a creative consulting agency specializing in predictive insights for businesses. My role includes capturing, evaluating and interpreting research data, which shapes Chanel's shoppers' retail experiences.

- Facilitated in-depth interviews with industry experts and stakeholders at Chanel to gather quantitative and qualitative data, effectively informing market research strategy.
- Spearheaded the assembly of a diverse group of 50 well-informed beauty consumers from key markets (NYC/LA, Paris, Shanghai, & Seoul), leading to robust data acquisition.
- Orchestrated "The Beauty Diaries" website using Recollectiv, which hosted a three-day online assignment, yielding valuable insights on favorite beauty stores and luxury experiences from participants.
- Conducted IRL consumer case studies with 2-3 consumers from key markets (NYC/LA, Paris, Shanghai, Hong Kong & Seoul), meticulously studying their shopping behaviors.
- Compiled a comprehensive data repository, leveraging both quantitative and qualitative data, which informed and guided a retail transformation strategy. Collaborated with cross-functional experts to revolutionize Chanel's beauty and fragrance retail store, positioning us as the preferred design partner.
- Captivated and secured buy-in from key stakeholders at Chanel Paris through a compelling presentation of our proposal. Successfully propelled the implementation of Chanel's groundbreaking fragrance and beauty new concept store to the next phase.

Data Scientist, inDrive, New York, NY | Github 5/2023 - 6/2023

- Designed a dynamic ridesharing pricing strategy for passengers with disabilities. This offered competitive prices to encourage broader utilization of accessible services.

Data Scientist, DrivenData, New York, NY | Github 3/2023

- Engineered a classification model to identify non-functional wells in Tanzania, improving access to clean water.
- Optimized data workflows and increased efficiency by streamlining data pipelines, implementing robust data quality checks, and validation processes.
- Improved model performance by 28% through advanced feature engineering techniques, hyperparameter tuning using tools like GridSearch and RandomizedSearch, and model evaluation with cross-validation, surpassing the accuracy of the baseline model.

TECHNICAL PROJECTS

Weather Forecasting for Aviation Operations| Github

The project aimed to create a deicing schedule by forecasting rainfall and temperature given hourly observations.

- Analyzed historical weather data from an Irish meteorological service using Python, identifying patterns, trends, and insights related to weather conditions.
- Evaluated multiple machine learning algorithms, including Naive, Random Walk, Autoregression, Moving Average, and Neural Prophet, and identified the most suitable algorithm based on their respective performance metrics.
- Accurately predicted rainfall and temperature using Naive Model with low RMSE scores, allowing actionable insights for predicting structural icing probability and impact on holdover time.

Detecting Sentiment in Tweets | Github

Built a model that can accurately classify the sentiment of tweets as positive, neutral, or negative.

- Developed and assessed a sentiment classification model, achieving a high ROC AUC score, using a human-labeled dataset of SXSW tweets that mentioned Apple and Google products.
- Performed comprehensive testing and optimization, leveraging libraries such as Scikit-learn and NLTK, resulting in enhanced model performance through the utilization of visualization methods such as Network Graphs, Word Clouds, and NLP preprocessing techniques.

Insights for King County's REIT Investors | Github

Assist stakeholders identify undervalued residential properties with high rental income and appreciation potential.

- Constructed a linear regression model utilizing Python, to forecast potential rental income and property value through analysis of various demographics.
- Preprocessed numeric features by scaling and normalizing using Python libraries such as NumPy and Scikit-learn, resulting in improved machine learning model performance and reduced feature bias.
- Leveraged Scikit-learn, NumPy, and Matplotlib in Python to apply Linear Regression and Random Forest models for precise prediction and identification of relevant predictors, improving accuracy and performance of the model.

EDUCATION

Flatiron School | Immersive Data Science Bootcamp Program | New York, NY 4/2023

The University of Glasgow | Master of Arts Economics and Business Management | Scotland 7/2017