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| **DEREK SOTO** Data Analyst  **Desoto@email.com** | **CAREER OBJECTIVE**  Organized, communicative, and quick-to-learn recent computer science graduate with 1 year of valuable internship experience.  Seeking an opportunity as a data analyst to contribute to Vizance's data conversions and process improvements. |

**(123) 456-7890**

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| **Brooklyn, NY**  **[LinkedIn](https://linkedin.com/)**  **EDUCATION**  B.S.  Computer Science  **University of Pittsburgh**  September 2016 - April 2020 Pittsburgh, PA  GPA: 3.7  **Relevant courses**  Intermediate programming Probability & Statistics  Linear Algebra  Game Theory  **SKILLS**  Programming: SQL, Python (Pandas, scikit-learn)  A/B Testing and  Experimentation  Modeling: Linear and  Logistic Regressions  Data Visualization: Excel,  Google Sheets, Matplotlib, Tableau | **WORK EXPERIENCE**  Market Research Analyst Intern **Prudential** | | | |
|  | April 2019 - March 2020 |  | Pittsburgh, PA |
|  | Received, cleaned, and prepped data using Python, SQL, and | | |
| Excel to help build marketing mix models that resulted in a lift in ROI of 8 basis points | | | |
|  | Built data visualizations using Tableau for KPIs that reduced | | |
| manual reporting by 10 hours weekly | | | |
|  | Using Excel and SQL, built calculator for a client to help | | |
| them prioritize their project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic | | | |
|  | Collaborated with product managers, gaining insight into | | |
| marketing aspects and writing documents | | | |
|  | Identified strategic marketing opportunity through detailed | | |
| analysis with intern team, making recommendations that saved the client over $11K in yearly campaign costs | | | |
|  | Contributed to weekly and monthly reports on product | | |
| development and design | | | |
|  | Worked with 4 interns to conduct an attitude study, which | | |
| led current clients to purchase products 13% more often  **PROJECTS**  Fantasy Football Modeling | | | |
|  | Aggregated and prepped 6 years of NFL fantasy football | | |
| projection data from 8 independent sources into MySQL database, which improved winning streak by 78% | | | |
|  | Built a random forest model in scikit-learn that combined | | |

disparate sources into one projection that outperformed the mean absolute error of the next best projection by 14%

Movie Recommendation Engine

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|  | Prepped IMDB and Rotten Tomatoes data and used k- nearest-neighbors in scikit-learn to build an improved movie recommendation system  Saved an average of 17 minutes on movie selection relative to previous methodology  Built visualizations in Tableau to show how ratings changed |

and how the model performed over time