

# DANIELLE BEDNARCZYK

DATA SCIENTIST

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## SKILLS

Python · SQL · Java · Jupyter · Machine Learning · Data Analysis · Data Visualization · Data Management · ETL · Unstructured Data · Regression · Classification · Reporting · Tooling · Automation · Business Insights · Communication · Critical Thinking · Adaptability

## PROJECTS

### Hierarchical Classifier

*Architect / Engineer / Developer / Owner*

By 1 month designed, engineered, programmed, tested, automated, and deployed a full data pipeline process and hierarchical classification algorithm using Java, SQL, R, machine learning, natural language processing, PowerShell, and SQL Server Integration Services, generating:

- \$120k customer contract with 2-year renewal and \$10k for additional usage
- \$15k-\$20k annual savings in labor costs
- 300% improvement in error-detection, 75% reduction in pre and post-processing errors
- 10x faster processing times, saving days to weeks per monthly data cycle
- 97%-99.8% classification accuracy – 20% improvement on existing model
- 10k products assigned taxonomic classification per minute using negligible RAM / CPU

### Data Mining & Classifying Unstructured Product Descriptions

*Architect / Engineer / Developer / Owner*

Applied data mining, natural language processing, and machine learning techniques with Java and SQL throughout 2 weeks to merge dozens of disparate sets of unstructured product label descriptions with UPCs from syndicated data providers, resulting in:

- 95% classification of top-selling products, 70%-85% classification of lower-tiered products
- 12 premium reports authored by BI team – some of the first and only to be sold in the industry
- Annual renewal and upgrade of company's largest customer contract

### Enterprise Application for Sales Goal Recommendations

*Architect (Algorithm) / Co-Architect (Application) / Co-Developer*

Built and deployed an enterprise application featuring an algorithm that recommended sales targets within representative's regions, using regressions on sales data, industry trends, and input from sales managers and representatives to assign distributed targets.

- Won contract bid by quoting delivery in 3 months, compared to 9-12 months of competitors
- Saved over \$10k in development costs by learning and leveraging proprietary company software
- Hit or exceeded all targets and milestones, delivering each – including release – on time
- Secured customer contract renewal, with additional revenue for ongoing support and development
- 400% increased engagement and projected 8%-12% increase in sales attributed to the application

## EMPLOYMENT

### Data Scientist

*Pivotstream (Acquired by TABS Analytics) | Aug 2014 – Jun 2018*

- Collaborated with cross-functional teams to identify practical in-house and profitable customer-facing data science projects, saving an average of 60 employee hours a month and generating revenue from the creation of new datasets, customer-facing applications, and billable consulting
- Adopted the use of a proprietary internal software platform, reducing project development time by 20% and enabling the CTO to spend more time on high-value projects
- Regularly contributed code and bug fixes to support 8 company-wide projects, saving an estimated \$40k a year from not having to hire a part-time junior software developer
- Took initiative to learn C, Java, SQL, SSIS, MongoDB, PowerShell, PowerPivot, JSON, DAX, Alteryx, proprietary software tools, and APIs to better support team and integrate solutions

## CERTIFICATIONS

Data Science – John Hopkins  
Complete Python Mastery  
Statistical Inference  
Statistical Reasoning for Public Health  
Ultimate Java: I, II, III

## EDUCATION

**BS Accounting**  
Western Governors University  
(3 courses needed for graduation)

## COURSES

Statistics & Mathematics  
Engineering  
Business  
Accounting