David Kes

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PROFESSIONAL EXPERIENCES

Kaiser Permanente., *Burbank, CA.*

Data Scientist   *October 2018 - Present*

- Developed predictive models using statistical analysis and machine learning to forecast new memberships.
- Created budget tool for marketing stakeholders to use for their budget planning process using Python.
- Built conversion model that predicted if an online visitor would convert on KP's website. Recommended target visitor profiles for ad campaigns to marketing partners reducing operating costs by 10%.
- Designed AB testing plans and developed Key Performance Indicators (KPIs) to improve conversion funnel through paid search marketing channels; increased conversion rates to the website by 20%
- Analyzed online conversion funnels to understand where customers were dropping off from website; presented insights to stakeholders and made recommendations of new testing ideas to improve user's experience
- Migrated terabytes of data from external sources into Azure Snowflake database.

Swiftly., *San Francisco, CA.*

Data Scientist Intern   *October 2017 – June 2018*

- Implemented anomaly detection algorithms using EWMA chart to monitor real-time bus traffic to determine bus route inefficiencies and detours
- Deployed ETL pipelines that processed daily transit data into PostgreSQL on Amazon Web Services
- Designed Tableau dashboards used by the customer success team to understand the transit agency's overall performance and help bus drivers schedule and plan for anomalies

UCLA Mathematics REU., *Los Angeles, CA.*

Undergraduate Researcher   *June 2015 – August 2015*

- Collaborated w/chemists from California NanoSystems Institute to segment images using image processing.
- Implemented decomposition & pattern recognition algorithms to identify crystal patterns using MATLAB.
- Results of research published & led chemists to understand cyanide crystalized structures on gold.

Published: "**Hexagons to ribbons: Flipping cyanide on Au {111}.**" ACS Publications, Nov 2016

PROJECTS

Twitter Sentiment Analysis: Developed a web application using Flask that pulled data from Twitter API and analyzed tweet sentiment using Word2vec and Vader Sentiment

Russian Fake Tweets Analysis: Analyzed Tweets from fake Twitter accounts that had malicious activity by investigating topic using LDA, sentiment analysis, and examining tweet patterns

EDUCATION

University of San Francisco	Masters of Science, Data Science (MS)
California State University, Long Beach	Bachelor of Science, Applied Math(BS) & Physics (BS)

TECHNICAL SKILLS AND INTERESTS

Programming: Python (Numpy, Pandas, Tensorflow, Keras, Flask, SQLAlchemy), R, Git, SQL, NoSQL, Spark
Tools: Amazon Web Services (EC2, S3, EMR, DynamoDB), PostGres, Google Analytics, Adobe Analytics, Optimizely, Tableau