

# NATASHA HOLLOWAY

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## EXPERIENCE

### Data Science Intern

Boyle Ltd 2017 - Ongoing Dublin, Ireland

Boyle Ltd is a company that offers B2B Sales Prospecting Solution for Scaling Startups and Fast Growth Companies.

- Developed enterprise data analytics vision and strategy for generating an additional cash-flow up to \$2B
- Build a real-time analytics dashboard using Tableau and D3.js that portrays the processed output.
- Delivered business recommendations that increased campaign revenue in 300k+ USD/ month
- Created and implemented strategic marketing campaigns that resulted in \$26 million in profits

### Data Science Intern

Rolfson 2016 - 2017 Dublin, Ireland

Rolfson is a tech-enabled rental brokerage, which has built technology specifically for the rental market. This intern lasts for 10 weeks and I work in the office 3 days each week.

- Built web app that used advanced statistical models to predict user behavior, used by 300+ city teams
- Developed enterprise data analytics vision and strategy for generating an additional cash-flow up to \$2B
- Improved Transaction Categorisation to 0.97 f1-score
- Able to capture ~30% of churned customers with a conversion rate of 13% in its first decile.

### Data Science Intern

Koepp Inc 2015 - 2016 Dublin, Ireland

Koepp Inc is a software platform that provides video analysis and coaching tools for sports teams

- Data Cleaning: Processed data to extract relevant information using Advanced Query Tool, (AQT) IBM DB2
- Developed 3 Churn models of car & home insurances to determine the propensity of customers to churn.
- Using K-Means method of clustering, 4 clusters were formed using SAS Enterprise Miner
- Developed enterprise data analytics vision and strategy for generating an additional cash-flow up to \$2B

## STRENGTHS

### ★ Strategic thinking

How did you acquire it? What did it result in?

### 👤 People focused servant leadership

How did you acquire it? What did it result in?

### 🧘 Ability to keep calm in stressful situations

Acquired using practicing mindfulness

## LANGUAGES

Russian

Native

Sakha

Native

## REFERENCES

### Dr Vural Aksakalli

vural.aksakalli@rmit.edu.au  
+61 401 300 586

### Amy Harrington

amy.harrington@rmit.edu.au

### Matt Bolton

matt@m3it.com.au  
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## PASSIONS

### 🌍 Traveling

Highlights: Mexico for half-year exchange,  
North Korea for half-marathon trip