

Phil Azar

Data Scientist

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EXPERIENCE

84.51 (Kroger), Cincinnati, OH — Senior Data Scientist

November 2019 - Present, Merchandising and Operations, Fresh Department

January 2017 - November 2019, Kroger Precision Marketing, Science

Developed PL/SQL application to automate training data with over 3,000 engineered features from 1000+ Kroger Precision Marketing campaigns

Built Python package to fit Random Forest, Extreme Gradient Boosting and Linear learners to support Audience and Channel Optimization software in Prism

Built R package to automate MyMag Sharing Network measurement analysis with HTML evaluation; Decreased measurement time from 8 weeks to 2 hours

Led trainings and wrote blog posts on git, R Shiny, and command line API in Python

May 2016 - August 2016, Data Science Intern

Researched Time Series measurement methods for Kroger's Best Customer Communications programs; Reduced measurement error by 15%.

St. Louis Post-Dispatch, St. Louis, MO — Research Analyst

August 2014 - May 2016

Mined reader survey data using SPSS and Excel and presented insights to editorial and advertising staff to make marketing decisions

Developed subscriber and sales maps using ArcGIS in order to inform finance and advertising teams for geofencing digital ads

Loyola Academy, St. Louis, MO — Teacher

May 2013 - June 2014

Taught 6th, 7th and 8th grade mathematics.

EDUCATION

Washington University, St. Louis, MO — M.S. Analytics

July 2015 - January 2017, GPA 3.9

Thesis: Built R/Shiny dashboard presenting the effects of admission pricing on the St. Louis Zoo using econometric models

University of Illinois, Urbana-Champaign, IL — B.S. Economics; B.A. English Literature

August 2010 - May 2013, GPA 3.6

SKILLS

Advanced: Python, R, Shiny, Supervised and Unsupervised Learning, Git, SQL (PL/SQL), Shell

Intermediate: Flask, NLP (text data), HTML/CSS, Time Series, Web-Scraping, Pyspark, Spark

Learning: Deep Learning, Javascript, Interpretable Machine Learning

INTERESTS

Machine Learning
Package Development
R Shiny
Data Journalism
Civic Data

NOT WORK

Marathoner
Film/TV Lover
Wanna be Chef