Phil Azar

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Experience

84.51° | Cincinnati, OH
Senior Analyst, July 2018 - Present
Analyst, January 2017 - July 2018

- Built XGBoost Model in Python to predict customers' likelihood to respond to a digital advertisement and improve customer targeting. Drove 15% increase in sales uplift attributed to digital advertising.
- Developed an R Package to autonomously analyze and render insights of Kroger MyMagSharingNetwork campaigns. Includes time series intervention model, ANCOVA, text analysis and dynamic HTML to create evaluation.
- Led company-wide hackday to improve test and control population matching techniques. Implemented key findings to reduce matching bias by 10%.

Data Science Intern, May 2016 - August 2016

- Researched different test and control population matching techniques to reduce bias in measuring coupon impact.

St. Louis Post-Distpatch | St. Louis, MO
Market Research Analyst, August 2014 - May 2016

- Developed maps using ArcGIS showing demographic and readership data to inform targeted advertising and circulation strategies
- Tagged and tracked online readership using Google Analytics to extract insights across STLtoday, Ladue News and Feast web and mobile products

Loyola Academy of St. Louis | St. Louis, MO
Teacher, June 2013 - June 2014

- Taught remedial mathematics to 6th-8th graders and acted as school librarian.

Skills

Programming: R, Python, SQL
Modelling: Regularized Regressions, Decision Trees, NLP/Text Mining, Time Series, Unsupervised Learning (Cluster Analysis, PCA)
Visualization: HTML/CSS, Shiny, R/Markdown, ggplot, D3.js
Systems and Databases: Bash, Git, Oracle DB, Spark, Hadoop, Google Cloud Platform

Education

Washington University in St. Louis
Master of Science in Analytics, June 2015 - January 2017

University of Illinois at Urbana-Champaign
Bachelor of Arts in Economics, August 2010 - May 2013
Major Concentration: Econometrics. Minor: English Literature

Interests

Running, Cycling, Movies, and Cooking