

# 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

### **Loyola Academy, St. Louis — 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 — 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