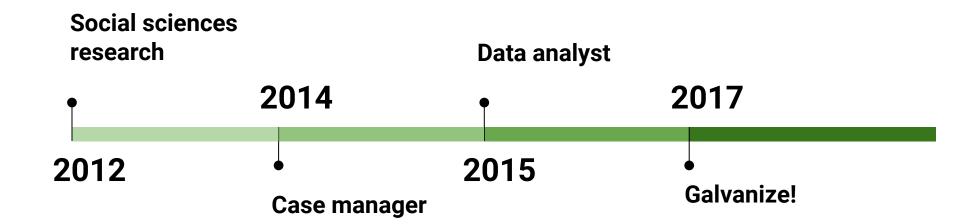
A Little About Me...



Not All Customers Are Created Equal

Kristie Wirth

Which customers are the most valuable?

				Conveniently located right next to
Kristie	Best data scientist ever	Good at everything	Full of wisdom	your company!
Sam		Just okay at their job	33	
Bob	Doesn't match any openings you have		52	80201
Joe		Sort of knows SQL	70	Way too far away to be practical
	Playing solitare on company			
Sandy	time		48	80203

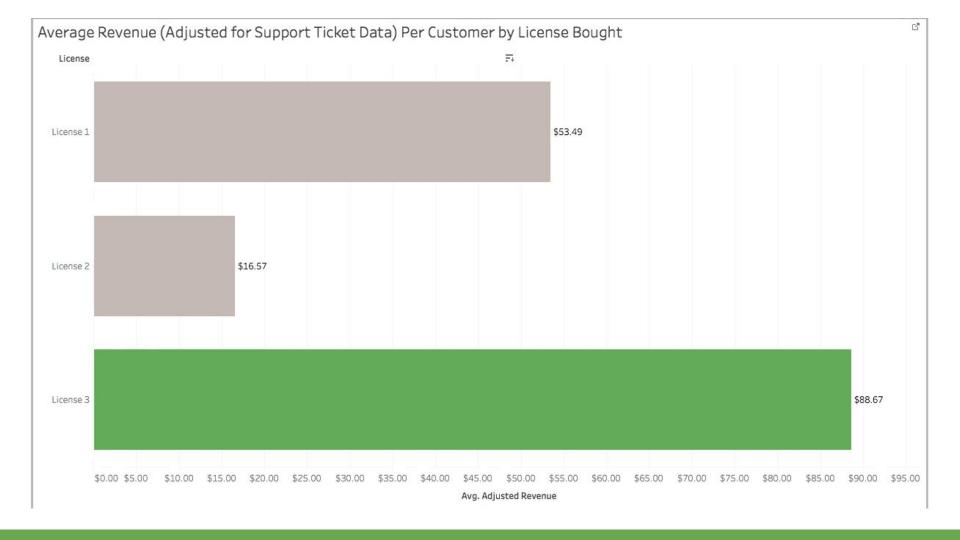
Skills

Job Role

Name

Age

Zip code



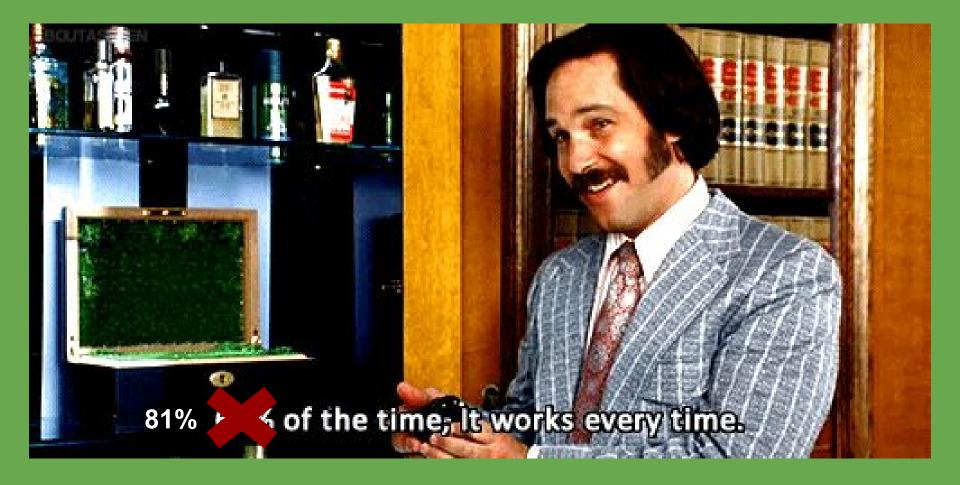
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20 features

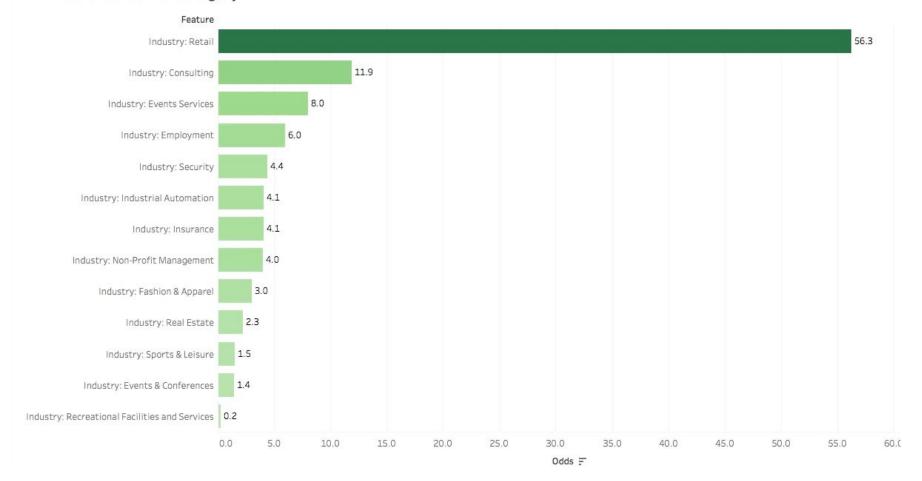
(Just right!)

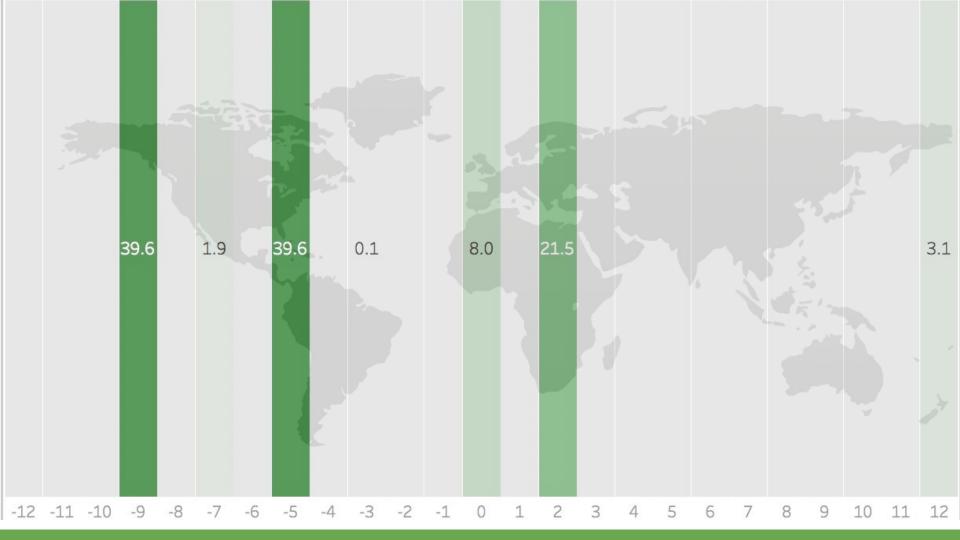
- 1. Industry: Retail
- 2. Time Zone: America/Anchorage
- 3. Time Zone: America/Nassau
- 4. Time Zone: Asia/Beirut
- 5. Industry: Consulting
- 6. Time Zone: UTC
- 7. Industry: Events Services
- 8. Industry: Employment
- 9. Industry: Security
- 10. Industry: Industrial Automation
- 11. Industry: Insurance
- 12. Industry: Non-Profit Management
- 13. Time Zone: Pacific/Auckland
- 14. Industry: Fashion & Apparel
- 15. Industry: Real Estate
- 16. Time Zone: America/Phoenix
- 17. Industry: Sports & Leisure
- 18. Industry: Events & Conferences
- 19. Industry: Recreational Facilities and Services
- 20. Time Zone: America/Buenos Aires



(81% accuracy / 73% precision / 81% recall)

The Effect of Customer Category





Potential Future Directions

- Text analysis
- Making a purchase
- Customer churn

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Github: /kristiewirth