**Data Engineer/analyst associate**

[GitHub: GHadfield32](https://github.com/GHadfield32)  
LinkedIn: Geoff Hadfield

**Objective:**  
Innovative and results-driven Associate Data Analyst and aspiring Data Scientist with a solid foundation in data analytics, machine learning, and software development. Proven expertise in leveraging advanced analytical methods and predictive modeling to drive decision-making and improve operational efficiency. Seeking to apply my skills in data science to solve complex business challenges.

**Education:**  
**Master of Science in Data Science**  
UWF College, Expected Completion in 2025  
Specialization in Machine Learning, Deep Learning, and Big Data Technologies

**Bachelor of Applied Science in Economics/Computational Math**  
Valencia College, May 2023  
Associate of Arts, July 2020

**Technical Skills:**

* **Programming Languages:** Python, R, SAS, SQL
* **Data Analysis and Visualization:** Excel, MATLAB, AMPL, SAS, Tableau, Power BI
* **Machine Learning/Deep Learning:** PyTorch, Scikit-learn, XGBoost, Random Forest, Linear Regression
* **Big Data Technologies:** Hadoop, familiarity with managing and processing large data sets
* **Cloud Technologies: SAS Viya, AWS**
* **Other Technologies:** Docker for containerization, Advanced Excel, Streamlit for web app development

**Certifications:**

* Python Certified Entry-Level Programmer (PCEP)
* Advanced Alteryx Designer
* Additional training in Data Mining/Management, and Machine Learning frameworks including Pandas, SciPy, NumPy, Matplotlib, Seaborn

**Professional Experience:**

**Data Analytical Developer, JP Morgan Chase, Sanford, FL**  
June 2023 – Present

* Worked with our Data Scientist department in the development of predictive models using PyTorch for optimizing binary classifications, enhancing conversion rates significantly.
* Designed and implemented an innovative business channel crossover analysis using Markov Chains, K-means clustering, and logistic regression, contributing to strategic insights and operational improvements.
* Revitalized operational analytics through the complete overhaul of the Overdraft Scorecard Code, leading analytics for the department.
* Launched and managed a Snowflake instance for cloud-based data analysis, facilitating machine and deep learning projects.
* Employed A/B testing methodologies for communication campaigns, improving engagement and conversion metrics.

**Business Analyst, JP Morgan Chase, Sanford, FL**  
Nov 2022 – June 2023

* Led a team in automating reporting processes with Alteryx, SAS, SQL, and Tableau, saving the company 180 hours monthly.
* Developed analytics for senior management to aid strategic decision-making, utilizing data visualization tools for impactful storytelling.
* Innovated a user-friendly app for KPI reporting, enhancing data accessibility and actionable insights.

**Business Analysis Specialist, JP Morgan Chase, Sanford, FL**  
Jan 2022 – Nov 2022

* Optimized and automated departmental processes using SQL, Access, and Alteryx, resulting in significant time savings and deeper analytics insights.
* Directed analytics for the LiveChat department, establishing new processes and reporting systems to monitor KPIs effectively.

**Portfolio Projects:**

* [NBA Analysis with Machine Learning](http://nbaanalysis.streamlit.app): A machine learning/deep learning project focusing on sports analytics.
* [NBA Player Analysis and Forecasting](http://nbaplayeranalysis.streamlit.app): Developed parametric and machine learning models for predicting player performance.
* [Deep Learning Model Framework](https://github.com/ghadfield32/Deep_learning): Focused on neural network transformer training.
* [Custom Computer Vision for Basketball Analysis](https://github.com/ghadfield32/YOLO_exploration): Utilized YOLO with a custom dataset for team and ball tracking.
* [Faster R-CNN Instance Segmentation](https://github.com/ghadfield32/torchrcnn_coco_roboflow): Simplified the process of training Faster R-CNN models with annotated image sets.

**Professional Development:**  
Engaged in continuous learning to stay at the forefront of data science and machine learning technologies. Actively participate in online forums, attend workshops, and contribute to open-source projects to refine skills and knowledge.