



July 7, 2024

Revive Med Spa
13280 Evening Creek Dr S, Suite 225
San Diego, CA 92128

To Whom It May Concern:

I'm pleased to write this recommendation for George Hayward of Hayward Data Science, who provided exceptional consulting services for Revive.

Revive Med Spa is the leading Med Spa in California with 11 locations, offering non-invasive aesthetic services, including Neurotoxins (e.g. Botox), filler and skin lasers. As Co-CEO, I oversee our Growth and new site identification and development. I worked closely with George over several months to help us use data to improve our new site selection and market selection process.

George built several predictive statistical models that enhanced our understanding of what factors, including demographics that impacted the ramp of our new locations. He applied regularization techniques giving us sound predictions despite limited sample size. His extensive data visualizations provided deeper insights into the demographics surrounding our spas, as well as their ramp time. George's ability to deliver these analyses at a reasonable cost was invaluable for us. He not only applied his advanced skills in Python but also in Excel to meet all deadlines reliably. George even engineered a web app allowing us to access the Google Maps API without code, so we can conduct future analyses independently and on our own timeline.

George delivered detailed spreadsheets applying his models' coefficients to our accounting numbers. His analytical rigor and innovative solutions directly contributed to our strategic decision-making processes.

I have complete trust in his work, and I highly recommend him to any organization seeking top-tier data science expertise and integrity.

Best,

Matthew Speaker

Matt Speaker
Co-CEO, Revive