Gianni Spiga

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SUMMARY

Strong communicator with a Master of Science in Statistics and experience in Python and R. Experience in startup-level data science role, including querying Snowflake databases, establishing customer data platforms for A/B testing, and performing advanced time-based modeling for customer churn analysis.

WORK EXPERIENCE

ULTRAVIOLET   Los Angeles, CA
Data Science Intern   Jun 2023 – Oct 2023
- Found key customer conversion strengths and weaknesses by mining web traffic data of users on a subscription-based creator platform and using non-parametric tests.
- Identified harmful factors contributing to churn rates, resulting in an improved overall UI experience and a reduction in cancellations.
- Doubled stakeholder engagement with daily reports by integrating more comprehensive data from Snowflake and Rockset through the Hex API.
- Improved conversion by 8% by redesigning cold outreach marketing by utilizing CRMs and CDPs such as Pipedrive, Brevo, and Ortto to provide consistent A/B testing.

UC DAVIS HEALTH, DEPARTMENT OF PHYSIOLOGY AND MEMBRANE BIOLOGY   Davis, CA
Student Assistant   Dec 2021 – Jun 2022
- Developed a sinusoidal regression modeling system for electrophysiological data, which predicted spike times of cardiovascular cells measured in treatment testing.
- Achieved 95% confidence intervals and inferences for the average and dispersion of spike times by using nonparametric techniques such as Kolmogorov-Smirnov and bootstrapping.
- Created new distribution visualization using Gaussian Kernel Density Estimation and smoothing for peak spike values, resulting in more efficient analysis.

UNIVERSITY PROJECTS

SENTIMENT ANALYSIS OF US AIRLINE TWEETS   Dec 2023
- Designed and implemented sentiment analysis of tweets regarding US airlines in a 4-person team using Python.
- Classified with up to 90% accuracy comparing Transfer Learning, CNNs, multinomial regression, and SVMs.

MODELING CONTRIBUTING FACTORS OF UNREPORTED CRIMES IN THE U.S.   Mar 2023
- Cleaned and processed data from the 2020 National Crime Victim Survey independently using R/tidyverse.
- Discovered significant contributors of unreported crimes using stepwise logistic regression and non-parametric ANOVA.

EDUCATION

UNIVERSITY OF CALIFORNIA DAVIS   Davis, CA
Master of Science in Statistics - Data Science Emphasis   Dec 2023
Relevant Coursework: Generalized Linear Models, Survival Analysis; Optimization, Sampling Theory of Surveys

UNIVERSITY OF CALIFORNIA DAVIS   Davis, CA
Bachelor of Science in Statistics - Data Science Emphasis   Jun 2022
Minor in Computer Science
Relevant Coursework: Statistical Machine Learning, Computer Vision; Recommender Systems, Big Data Analysis

Skills & Certifications

Technical Skills: R (ggplot, dplyr, tidyr), Python (numpy, pandas, Plotly, sklearn), VS Code, Jupyter Notebook, Hex, Retool, LaTeX, Markdown, SQL, Excel, Pipedrive, Brevo, Snowflake
Certifications: SQL for Data Science (Coursera)