

# Winston Arthur Robson

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## EXPERIENCE

### Galvanize, Inc.

San Francisco, California

Data Science Fellow

January 2019 – Present

- Quantitative Population Prediction by Place ([repo](#); [one pager](#))  
*Capstone project; forecast population change of a given town/city (Place), considering missing data and shifts in trend*
  - Large focus on EDA and forging time series datasets for Prophet (decomposable, additive) model
    - Extracted values from Decennial Census and ACS 5-year estimate datasets (train: 1970-2015; test: 2016-2017)
    - Model performed slightly better than Baseline (continued rate of change) w/ 1.826% - 1.993% average MAPE
  - Business use: identify high-growth areas; long-term investment & development; combination with qualitative data
- Movie Recommender Case Study ([repo](#); [slides](#))
  - Considered user and movie information; rank ordered movies of interest with ALS Matrix Decomposition model
  - Business use: increase user on site time; understand and cater to user preferences; market trend insight
- Event Fraud Detection Case Study ([repo](#); [slides](#))
  - Real-time fraud detection web app (AWS EC2) with Gradient Boosting model, MongoDB, and Flask
  - Business use: retain and build user trust; reliably detect fraudulent events (risk catch rates: hi(78%), med(99%))
- User Churn Case Study ([repo](#); [slides](#))
  - Gradient Boosted model to predict users that are at risk of churning w/ 77% accuracy (validated with ROC plots)
  - Business use: visualized Profit Curves for possible user incentive retention programs

### Berkshire Hathaway HomeServices Drysdale Properties

Pleasanton, California

REALTOR® (NRDS ID: 206538676)

June 2018 – Present

- Residential real estate transactions in San Francisco Bay Area with focus in East Bay / Tri-Valley
- Built semi-autonomous new listing “scrape-to-post” tool for Facebook pages with BeautifulSoup4 and Selenium 2.0
- Writings: [Regarding Real Estate](#) (Medium Publication); [Offsite, the Vanguard of Construction](#) (Real Estate Tech)

### Sterling Bros Investment & Development Ltd.

Camden Town, London

Head of Marketing

September 2017 – December 2017

- Constructed responsive database of 839 clients; initiated lead pairings to increase operational efficiency
- Sourced and communicated investment opportunities (£5m to £50m) with fund management throughout Eurasia
- Devised locational arbitrage equations for Ferrari 458s (2011 to 2014); manual single variable input, multimetric output

### Wilson Coker Wealth Advisors, LLC (Raymond James)

Rogers, Arkansas

Intern, Head of Online Presence

June 2017 – August 2017

- Designed and implemented 3 AdWords campaigns, 7 - 10 ads each, allocated resources and mapped results
- Established self-improving scheme; increased unique users (3/week to 270/week) and sessions (3/week to 400/week)

## DEVELOPMENT

### Future Vision

San Francisco, California

Editor; Community Admin

May 2019 – Present

- Online publication focused on providing platform for tomorrow's thought leaders ([Home](#); [Twitter](#))
- 55,820+ minutes read on 35,992+ views in first 30 days with average 851+ daily unique visitors (feat. \$0 budget)
- Writings: [LinkedOut](#) (Programming); [The Math of Prophet](#) (Data Science, Machine Learning); [Days of Summer: Black Ops 4](#) (Gaming)

### Capitaf Colloquium

West Fairlee, Virginia

Tariffs and Monetary Policy

June 2018

- Examined Milton Friedman's free market philosophy with a focus on his works [Capitalism and Freedom](#) and [Free to Choose](#)
- Lead discussion on tariffs and monetary policy, conveying Friedman's views, posed thought-provoking questions

### WARrisk Consultancy

Arkansas; California

Founder and Director

January 2018 – Present

- the Lifr Podcast : [Interviewed](#) esteemed and accomplished guests on their habits and approach to life
- Lifr Basics & Gameplay : Produced [video lessons](#) on basics of Arabic, French, Russian ; streamed to [Twitter](#) and [Instagram](#)
- WARrisk : Researched and authored reports (~5,000 words each) for multiple companies regarding their Online Presence

## EDUCATION & ABOUT

### Galvanize, Inc.

San Francisco, California

Data Science Immersive

January 2019 – May 2019

- 700+ hour program covering data mining and wrangling, ML statistics and algorithms, SQL, and big data tech like AWS and Spark
- Solidified industry best practices (e.g. Pair Programming, Scrum, Agile Workflow, Git) through daily implementation varying teams

### University of Arkansas

Fayetteville, Arkansas

Finance, Economics

June 2016 – May 2018

- Dean's List, Walton Honors, Cumulative GPA: 3.7/4
- Honors College Signature Scholar; Vietnam and England study abroads

### Data Science Skills

Bs4, Docker, Fb Prophet, Flask, Git, JupyterLab, Matplotlib, Pandas, Py3, Scikit-Learn, Selenium, SQL, TensorFlow

### Interests

Business, MMA, People, Responsibility, Twitch/YouTube

### Licenses

California Notary Public (CA #2256408)

California Real Estate Salesperson (DRE #02060734)

### Skills

Adaptation, Being Happy, Finding Value, Listening, SEO/SEM