Gus Lipkin



WHAT DRIVES ME

I've always loved asking 'how?' and 'why?' Since starting my journey as a data scientist, I've been able to answer 'how?' by developing tools to support my teammates, while answering 'why?' with analyses to support data driven decision making. I'm looking for a position where I can build a career using my skills to help my team and conduct meaningful analyses that inform business decisions and contribute to achieving company goals.

EXPERIENCE

Data Analyst — Publix Super Markets

May 2022 - Present

- Develop novel analyses and models to provide key insights to business stakeholders including store managers
- Build and maintain internal **R** packages to aid in analysis such as 'publixdate' for working with Publix's system of dates or 'pubsub' for general utilities and a streamlined database connection interface
- Seek out and participate in strategic initiatives which require analytic support from across corporate
- Visualize data and create reports in **Power BI** to display model performance and facilitate data-driven decisions

Data Science Project Team Lead — *Tallahassee Memorial Healthcare*

Aug 2021 - May 2022

- Correlate patient feedback to readmissions and patient experience using linear regression and decision trees
- Create an interactive training tool for nurses using results found in the analysis with HTML and JavaScript
- Work with capstone sponsor to define project timeline and goals and author a report on project findings

Data Analyst and Assistant Project Manager — *Draken International*

Dec 2020 - Sep 2021

- Oversee a team of interns and supervise data migration efforts including cleaning source data before transfer
- Use text mining and sentiment analysis with tidytext to correlate radar system failure reports and repairs
- Create and run weekly parts availability analysis and reports in R Markdown using R and RStudio

PROJECTS

Shrink Narrative Reports — Publix Super Markets

May 2022 - Aug 2022

- Built a fully automated reporting pipeline with R and Python in for Spark in a Databricks environment that
 delivers monthly PDF reports to all Publix stores to support goals to reduce retail shrink
- Analyzes store shrink metrics and provides actionable insights through targeted operations suggestions
- Built and implemented a SQL translation function leveraging existing R packages to expedite writing new targeted operations suggestions as operations leaders see demand
- We finished the project four months ahead of schedule and saved \$85k per year in contracting costs

Store/Item Activation Recommendations — *Publix Super Markets*

April 2023 - Present

- Implemented a recommendation system for store/item combinations to better cater to customer needs
- Accepts any combination of stores and items and imputes data for missing combinations
- Uses the tidymodels suite to cluster stores based on similar latent features from the recommendation process
- Pioneered "project as a package" for easier documentation, maintenance, legibility, requirements, and usability

EDUCATION

Florida Polytechnic University

Aug 2018 - May 2022

 Bachelor of Science, Business Analytics with Concentrations in Quantitative Economics & Econometrics and Intelligent Mobility