DEREK SOTO

Data Analyst

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LinkedIn

EDUCATION

B.S.
Computer Science
University of Pittsburgh
September 2016 - April 2020
Pittsburgh, PA
GPA: 3.7

Relevant courses

- Intermediate programming
- Probability & Statistics
- Linear Algebra
- Game Theory

SKILLS

- Programming: SQL, Python (Pandas, scikit-learn)
- A/B Testing and Experimentation
- Modeling: Linear and Logistic Regressions
- Data Visualization: Excel, Google Sheets, Matplotlib, Tableau

CAREER OBJECTIVE

Organized, communicative, and quick-to-learn recent computer science graduate with 1 year of valuable internship experience. Seeking an opportunity as a data analyst to contribute to Vizance's data conversions and process improvements.

WORK EXPERIENCE

Market Research Analyst Intern

Prudential

April 2019 - March 2020 Pittsburgh, PA

- Received, cleaned, and prepped data using Python, SQL, and Excel to help build marketing mix models that resulted in a lift in ROI of 8 basis points
- Built data visualizations using Tableau for KPIs that reduced manual reporting by 10 hours weekly
- Using Excel and SQL, built calculator for a client to help them prioritize their project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic
- Collaborated with product managers, gaining insight into marketing aspects and writing documents
- Identified strategic marketing opportunity through detailed analysis with intern team, making recommendations that saved the client over $11K in yearly campaign costs
- Contributed to weekly and monthly reports on product development and design
- Worked with 4 interns to conduct an attitude study, which led current clients to purchase products 13% more often

PROJECTS

Fantasy Football Modeling

- Aggregated and prepped 6 years of NFL fantasy football projection data from 8 independent sources into MySQL database, which improved winning streak by 78%
- Built a random forest model in scikit-learn that combined disparate sources into one projection that outperformed the mean absolute error of the next best projection by 14%

Movie Recommendation Engine

- Prepped IMDB and Rotten Tomatoes data and used k-nearest-neighbors in scikit-learn to build an improved movie recommendation system
- Saved an average of 17 minutes on movie selection relative to previous methodology
- Built visualizations in Tableau to show how ratings changed and how the model performed over time