HALEY FARBER

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Data Scientist with a Master's from UC Berkeley and 4+ years of experience in analytics, experimentation, and machine learning. Skilled in Python, SQL, and AWS, with a strong track record of translating data into insights, strategies, and solutions that drive business impact.

WORK EXPERIENCE

Data Scientist   March 2025 - August 2025
Albertsons

● Increased return on ad spend (ROAS) by 7.5% by strategically lowering bid floor prices on underperforming product categories, impacting 25% of sponsored product ad revenue and improving campaign efficiency.
● Optimized sponsored product campaigns across hundreds of millions of impressions by refining bid prices and keyword relevance, directly influencing company-wide digital media strategy.
● Built a generative AI proof-of-concept in Databricks to automate campaign insights and recommendations, projected to reduce 3–4 hours of manual reporting per campaign and streamline performance evaluation.

Senior Data Scientist   May 2024 - March 2025
Data Scientist   June 2022 - May 2024
Associate Data Scientist   July 2021 - June 2022
Urgently

● Directed A/B testing and causal inference analysis on product initiatives, validating statistical impact and driving $1M+ in annual service cost savings while boosting provider acceptance of roadside assistance jobs by 15%.
● Engineered and deployed a real-time AWS pricing model, reducing provider costs by $15K/month and decreasing manual job assignment by 4% through dynamic market pricing.
● Collaborated with engineering teams to launch a geospatially enhanced pricing algorithm, lowering costs by $20K/month and increasing provider acceptance of roadside jobs by 8%.
● Developed a seasonal decomposition forecasting model to predict quarterly manual job assignments, cutting forecast error by 60% and enabling optimal on-call staffing.
● Automated provider ranking retraining with a Python Airflow DAG, eliminating 8+ hours/month of manual work and ensuring reproducibility with detailed output logs.
● Optimized a Python-based AWS Lambda provider ranking function, reducing response latency by 70% and accelerating real-time job assignment.
● Designed the company's first real-time Kibana dashboards for 80+ service agents, enabling live alerts and reducing response delays on high-priority roadside cases.

Financial Analyst Intern   Summer 2019
ARUP

● Built a financial health dashboard using Power BI and SQL with 12 KPIs, enabling early detection of over-budget engineering projects and overdue invoices, saving the company millions in cash flow.
● Presented dashboard insights to project managers, identifying underperforming KPIs and developing action plans to improve financial performance.

TECHNICAL SKILLS

● Languages: Python (Numpy, Pandas, Scikit-learn, Matplotlib, Seaborn), R, SQL
● Machine Learning: Regression, Classification, Clustering, Neural Networks
● Visualization: Tableau, Sigma Computing, Kibana
● Data Engineering & DevOps: Airflow, Docker, Git, Databricks
● Cloud Computing: AWS (Redshift, S3, Lambda, SageMaker, Feature Store, API Gateway), GCP (BigQuery)

EDUCATION

University of California, Berkeley - Master of Information and Data Science (GPA 3.96/4.00)   2021
Courses: Python Programming, Data Engineering, Machine Learning, Data Visualization, Experiments and Causal Inference, Statistics

University of California, Berkeley - Bachelor of Arts in Economics *High Distinction*   2020