Hayley Ford Boyce

Phone: (778) 990-6729
3539 West 8th Ave – Vancouver, BC – V6R-1Y8

Email: hayleyfboyce@gmail.com
Website: https://hfboyce.github.io/
Github: https://github.com/hfboyce

Education

MASTER OF DATA SCIENCE | SEP 2018 – PRESENT
University of British Columbia, Vancouver, BC

Relevant Courses:
Supervised Learning, Advanced Machine Learning, Spatial and Temporal Models, Data Visualization, Web and Cloud Computing, Databases and Data Retrieval, Statistical Inference

HONOURS BACHELOR OF SCIENCE | SEP 2008 – MAY 2012
The University of Western Ontario, London, ON
Major: Financial Modelling and Financial Economics

Relevant Courses:
Differential Equations, Advanced Calculus, Optimization, Intermediate Probability, Numerical Analysis, Financial Mathematics, Linear Algebra

Projects

ORDER FORCASTS | CAPSTONE PROJECT | APR 2019 – PRESENT

- Identified client segmentations, using clustering techniques to provide interpretable groups of their active customers base.
- Used methods such as time series and regression analysis to predict future order rates.
- Created an interactive dashboard using Tableau, visualizing order rates and customer statistics.

COLOURBLINDR/COLOURBLIND8 | FEB 2019 – MAR 2019
University of British Columbia, Vancouver, BC

- Developed an R and python package that creates colour-blind friendly data visualizations based on the three most frequent variants of colour-blindness.
- The Python package was designed to be used in conjunction with matplotlib.
- The R package includes three theme designs, one for each colour-blind variant.

BOSTON CRIMINAL RECORDS | JAN 2019 – FEB 2019
University of British Columbia, Vancouver, BC

- Developed a Shiny app segregating different crime rates into Boston neighbourhoods from data collected from 2015-2018.
- Presented visualizations in a density map of selected criminal activity in various neighbourhoods and hourly frequency continuous histogram.

Experience

DIGITAL ANALYST | NOV 2017 – SEPT 2018
Riversol Skincare, Vancouver, BC

- Conducted A/B testing on numerous advertisement methods, predicting click through rates and customer lifetime value using MS excel.
- Successfully predicted customer survivorship with over 90% accuracy. Used multiple statistical distributions attempted to calculate life time customer values and prediction of sales income.
- Contributed to the design and creation of the company database and management system. Optimized data retrieval and data maintenance.

CUSTOMER/FINANCIAL SERVICE REPRESENTATIVE | OCT 2012 – FEB 2018

- Resolved interpersonal dispute between employees and rectified customer complaints
- Designed new implementations of documentation storage systems and invented new techniques to adhere to existing procedures.
- Trained and mentored new employees and acted as a leader to contribute to high performance by managing sales orientations and schedules.

Skills

- Python: Pandas, SciKit-Learn, Numpy, Keras, SciPy, TensorFlow, NLTK, Gensim, Scrapy, XGBoost, Beautiful Soup
- R/Rstudio: Tidyverse, Purr, Zoo, Mice, Lubridate, Knitr, Broom, lm4, Survival, Quantreg
- SQL: SQLite and Postgres
- Data Visualization: Matplotlib, Seaborn, Ggplot2, Plotly, Shiny, Tableau
- Git and Version Control
- Jupyter: Notebook, lab
- Cloud Computing Platforms: AWS and Google Collab
- PPC tools: Google Ads, Google Shopping, Google Analytics, Facebook Business.

Achievements

Toastmasters International:
2016 – 2018
Active member and 2017 Rookie award recipient

CFA Examination:
2015
Completed level I of the CFA exams

Scotiabank Half Marathon:
2013
Ran a distance of 21.1Km in a time of 1 hour and 57 minutes.

Gold Medal Award – UWO:
2012
Awarded for achieving the highest graduating average in the Financial Modelling program at the university of Western Ontario, and maintaining over an 80% average for each of the 4 years, with no marks below 70%

UWO Entrance Scholarship:
2008
Awarded on behalf of the University of Western Ontario

Full Passport to Education Scholarship:
2008
Awarded from province of British Columbia