

# MEGHANA

Senior Data Scientist | CAP | DASCA

+1-713-645-3682 latishaham@hey.com www.linkedin.com/in/--lhamilton-- Phoenix, AZ

## SUMMARY

Analytical and detail-oriented **Data Science Engineer** specializing in **deep learning, geospatial analytics, and predictive modeling**. Experienced in handling large-scale datasets, developing efficient training pipelines, and implementing models for image segmentation, classification, and forecasting. Strong proficiency in **Python, PyTorch, scikit-learn, and GIS tools**, with a focus on model accuracy, scalability, and real-world impact.

## EXPERIENCE

### Senior Data Scientist - Marketing Team

#### Dell

2018 - Present Phoenix, AZ

- Turned data into actionable insights, providing C-suite stakeholders with insightful recommendations to streamline business operations and improve customer experience.
- Generated statistical reports and visualizations, providing key insights for more than 20 marketing campaigns and initiatives, including A/B testing, customer retention, brand awareness, and global expansion.
- Worked with senior leadership to develop and implement digital marketing strategy, identifying and implementing new tactics to improve campaign performance by 50%, resulting in 250% increase in revenue from search marketing campaigns.

### Senior Data Scientist

#### Metro

2018 - 2020 Phoenix, AZ

- Designed and implemented a machine learning system that predicts hardware malfunction with more than 80% accuracy.
- Created global and personalized real time reports system for executives stakeholders and processes in SAS, Tableau, and proprietary systems.
- Worked closely with a team of data engineers and BI analysts to improve the efficiency customer recommendation analytics engine by 33%.

### Data Scientist

#### Drouin S.A.R.L.

2014 - 2018 Phoenix, AZ

- Collected technical requirements for \$500K+ customer accounts, defining data rules for and KPIs for performance metrics.
- Assisted senior data science team in building innovative machine learning models and segmentations for personalization initiatives to drive margin, revenue, and conversion.

## EDUCATION

### BS: Data Science

#### UC, Berkley

2008 - 2012

GPA

4.0 / 4.0

## TECH STACK

Python

Java

C

Scala

R

Hadoop

Rapid Miner

QlikView

MonboDB

HDFS

HBase

MapReduce

flask

scikit-learn

SAS programming

SPSS

## KEY ACCOMPLISHMENTS

### Optimized customer recommendations model

Describe what you did and the impact it had.

## STRENGTHS



### Hard-working

Studying 2 majors simultaneously while - for some time - also working alongside at Deloitte. Habituated to long days.