James Allan Hall   Data Scientist

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SUMMARY

Skilled data scientist with experience ranging from early stage startups to large enterprises with thousands of employees. I am currently designing custom insight dashboards at **Cerebra Tech**. While I have management experience, I prefer serving as an individual contributor helping tech companies come up with creative solutions to complex problems.

TECHNICAL SKILLS

▪ **PROGRAMMING / FRAMEWORKS:** SQL, AWS, Spark, Airflow, HDFS, Docker, BigQuery, Python, Presto, Hadoop
▪ **PACKAGES:** NumPy, Pandas, SparkNLP, PostgreSQL, Tensorflow, PyTorch, OpenCV, Scikit-learn, Google Analytics
▪ **DATA SCIENCE:** Bayesian Neural Nets, Recommendation Engines, NLP, Clustering, Computer Vision, Forecasting
▪ **DATA VISUALIZATION**: Tableau, Bokeh, Domo, Segment, D3, Sisense (Periscope), Mode, Plotly, Data Studio, Looker

EXPERIENCE

CEREBRA TECH | Data Scientist [Full-Time Contract]   San Francisco, CA
Trend analysis for companies with >$100M in subscription revenue   **May 2020 - Present**

- ▪ Analyze unstructured text data, build NLP and topic clustering pipelines for segmentation and recommendation engine.

- ▪ Build social media listening dashboards for subscription based retailers including **MADISON-REED**.

- ▪ Automate analysis from structured & unstructured sources into actionable recommendations for key stakeholders.

PROFOUND WORK | Data Scientist   San Francisco, CA
Incubator and Consulting Group   **2016 - 2020**

- ▪ Designed data visualizations for **HARVARD UNIVERSITY** using Tableau, D3.js and ArcGIS to present research shared phenotypes; the goal is to uncover evolved adaptations with potential relevance to human health challenges.

- ▪ Developed computer vision pipeline for **INTERACTIVE PROJECTION** to enhance real-time tracking for custom interactive systems - see featured projects.

- ▪ Contracted with production projects including NLP of customer reviews, sentiment analysis, multi-touch attribution, affinity and propensity models, A/B testing, cohort analysis, experiment design, streaming pipelines, data mining, ETL.

- ▪ Built intuitive Infographics and automated dashboards in Tableau to communicate insights and strategic recommendations for cross-functional, non-technical, and C-level stakeholders given ambiguous, open-ended goals.

WARP | Co-Founder   San Francisco, CA
Top-rated iOS app leveraging AI technology to swap out backgrounds and create stickers   **2016 - 2018**

- ▪ Designed original wireframes and computer vision architecture for startup; designed experiments with AI applications, object recognition, A/B testing design and flow. **Result:** brought product to market in 3 months - *preview the app*.

- ▪ Communicated data insights intuitively, built insight automated dashboard aggregating customer analytics from internal and external sources. **Result:** grew to top-rated mobile app for photography in-app store.

LLOYD'S OF LONDON | Data Scientist, Underwriter, Team Lead   **London | Indianapolis | San Francisco**
Stop-loss provider - assumes the risk of catastrophic claims exceeding healthcare fund threshold   **2009 - 2017**

- Developed anomaly detection model on unbalanced datasets to mitigate fraud, anti-money laundering, and suspicious claims. **Result:** Increased underwriting efficiency by 17%.

- Optimized pricing and underwriting techniques for large datasets using SQL, Python-based Machine Learning for risk forecasting, Excel and Tableau to visualize. **Result:** improved underwriting profit by 10%.

- Identified a gap in the market, managed cross-functional stakeholders to develop and bring to market 3 new international products. **Result:** extended our reach down market and created cross-selling opportunities.

- Identified opportunities to drive growth in market reach through optimized acquisition campaigns, uncovered underserved markets for Lloyd's coverholder. **Result:** 3x premiums from $8.4M to $25M.

Spun coverholder company out of Lloyd's, and negotiated acquisition with Xchange Benefits in 2017.

EDUCATION & CERTIFICATES

INDIANA UNIVERSITY
  B.S., Double Major: Chemistry and Music
  Activities: Men's Crew; piano in jazz and funk bands, won the battle of the bands, released 2 albums, toured the US

WHARTON SCHOOL - UNIVERSITY OF PENNSYLVANIA - Business Analytics Certificate

INTERESTS

- Part-time lecturer at UC Berkeley - currently teaching a fintech bootcamp to undergrads and grad students at Berkeley
- Guardsmen - Campership Chair - organize events to help raise $2M+ annually for at-risk youth
- Farm from a Box - Advisor on agtech startup featured in NYT, FastCompany
- Spent 1.5 years after college traveling the world, worked in orphanages / taught English in Kenya, India, Thailand
- Other Interests: skiing, sailing, cooking via sous-vide, playing with my Australian Shepherd "Indy"