Jenny Sutton

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EXPERIENCE

Policygenius   Aug 2020 – Dec 2021
Data Scientist, Product Analytics   New York, NY

- Embedded on the P&C Growth, Quoting, and Fulfillment product teams as the sole data support, participating in agile ceremonies with product managers, engineers, and designers
- Designed and analyzed Bayesian A/B tests in Python for funnel optimization, product releases / iterations, and marketing campaigns
- Guided product strategy and road map with in-depth analyses in Python using interrupted time series, modeling, and data visualization methods to understand user behavior
- Implemented a production regression model to predict home replacement cost, reducing customer churn for retrieving home insurance quotes
- Led data model improvement discussions and guided implementations for the engineering team, including new Segment tracking events, schema changes, and the schema for a new product, increasing data governance and retrieval quality
- Created version-controlled datasets in BigQuery with Git, Airflow, and Buildkite, which were foundational to P&C data science work, as well as to allow for stakeholder self-servicing
- Led business-wide analytics meetings sharing experiment results, high level takeaways from analyses, and OKR progress with leadership and stakeholders
- Developed product dashboards using BigQuery and Tableau to track key KPIs, identify opportunities for product improvements, and allow for stakeholder self-servicing

Waitr   Nov 2019 – Aug 2020
Marketing Analyst   Lafayette, LA

- Designed and analyzed statistically rigorous A/B tests to optimize marketing campaigns
- RFM customer segmentation using k-means clustering and quartile bucketing to use in stratified sampling for experiments
- Analyzed the order behavior effects of a loyalty program (+200% average orders per year) leading to program redesign with the goal of increasing customer penetration and engagement
- Automated complex data retrieval using cron jobs and Python to feed into marketing team KPI dashboards
- Scraped restaurant data from over 100 cities using Python (Selenium, BeautifulSoup) to determine restaurants that were not on the app for sales team acquisition efforts

Previous experience available upon request

PROJECTS

Predicting sentiment from tweets about U.S. airlines | Live | Repo ⭕ | Jul 2020

Used a labeled data set of tweets about U.S. airlines to train a random forest model to predict sentiment

Python (pandas, NumPy, matplotlib, seaborn, nltk, scikit-learn, Flask, Plotly, Tweepy), Heroku

Predicting flood events in Louisiana | Report | Repo ⭕ | Jun 2020

Used a severe storm events and historical weather data from NOAA to train a random forest model to predict flood events in Louisiana with forecast data

Python (pandas, NumPy, pandarallel, seaborn, matplotlib, BeautifulSoup, requests, SciPy, scikit-learn), SQLite

SKILLS

Python	Tableau
SQL	Segment
Google BigQuery	Optimizely
Docker	JavaScript
Airflow	HTML5
Git	CSS3

EDUCATION

Springboard
Certification, Data Science
Compl. July 2020

University of Louisiana, Lafayette
BS in Biology
Grad. May 2018