

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
- 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
- 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 cross-functional analytics meetings sharing experiment results, high level takeaways from analyses, and OKR progress with leadership and stakeholders
- Developed self-servicing dashboards for stakeholders using BigQuery and Tableau to track key KPIs and identify opportunities for product improvements

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 | [View](#)

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 | [View](#)

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
SQL
GCP
dbt
Airflow
Docker
Git

Tableau
Segment
Optimizely
JavaScript
HTML5
CSS3

EDUCATION

Springboard

Certification, Data Science
Compl. July 2020

University of Louisiana, Lafayette

BS in Biology
Grad. May 2018