

Jacob Rozran

DATA SCIENTIST/DATA ANALYST/DATA ENGINEER

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Skills

DATA SCIENCE

- Forecasting, supervised Machine Learning, big data wrangling, process automation, Discrete Event Simulation, Regression analysis, data quality enhancement, data visualization

APPLICATIONS

- RStudio, SAS EG, SQL Server, Excel, Tableau

LANGUAGES

- R, SAS, SQL, VBA, Python (limited)

LEADERSHIP

- Former non-profit board member and president, presenting information to mid-size audience, mentorship of peers, explaining technical material to non-technical audience and management, oversight of interns

Experience

Consumers Energy

Jackson, MI

DATA SCIENTIST (CONTRACTOR)

Oct 2018 - Present

- Created new Customer Experience Index (CXi) automated reporting. I brought together transactions and survey responses from our web, call center and field channels from disparate sources and created the data architecture in SQL Server for storing the data. I developed code to calculate CXi across different levels of aggregation, create backups and automatically detect data quality issues.
- Development of speech analytics within Customer Operations utilizing Speechminer.
- Evaluated department's call center forecasting and provided recommended improvements in modeling methodology and benchmarking.
- Discovered and remediated many data quality issues, teaching the team best practices for ensuring quality and catching errors.

Impression 5 Science Center

Lansing, MI

PRO BONO ANALYTICS CONSULTANT

Nov 2018 - Present

- Helping I5 calculate its member retention rate and then study and strategize how to improve and optimize its member renewal strategies.

Jackson National Life

Lansing, MI

SR OPERATIONS BUSINESS PROCESS ANALYST

Mar 2012 - Sep 2018

- Learned and implemented machine learning and statistical processes, including: anomaly detection, force-directed network visualization, logistic regression, exponential smoothing, unobserved component models, automatic dimension reduction and variable selection, text mining, decision trees and fuzzy matching.
- Created automated forecasting system with semi-supervised machine learning umbrella to automate model parameterization. Forecasts are generated using Unobserved Component Modeling implemented with SAS PROC UCM.
- Connected to and queried directly from production DB2 databases using SAS SQL.
- Used discrete event simulation (R's simmer package) to predict the effect of various staffing strategies on Operations KPIs.

Kellogg's

Battle Creek, MI

INTERN, PRICING AND PROMOTION ANALYTICS

May 2011 - Mar 2012

- Contributed to Kellogg's marketing and sales strategies, including optimal feature price, display partners and expected promotion lift.

Education

Central Michigan University

Mount Pleasant, MI

MA, ECONOMICS

2010 - 2012

- Research Assistant for two professors
- Taught undergraduate Microeconomics
- Master's paper: Fare or Foul: The effects of public transit fare increases on auto fatalities

University of North Carolina

Chapel Hill, NC

BS, BUSINESS

2002 - 2006

- Minor: Anthropology