KATIE CAO
DATA SCIENCE & ANALYTICS

CONTACT

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PROFILE

Background in consulting with focus on building solutions using analytics and behavioral economics to improve efficiencies and revenue.

EDUCATION

2019
FORDHAM UNIVERSITY [NEW YORK, NY]
Master of Science in Analytics
GPA: 3.80

2017
MERCYHURST UNIVERSITY [ERIE, PA]
Bachelor of Arts in Finance and Accounting
Summa Cum Laude

TECHNICAL SKILLS

- Machine Learning
- Natural Language Processing
- Statistics and Probability
- Data Visualization
- Advanced Analytics
- Database Management
- Python, R, SQL
- Pandas, Scikit-learn, NLTK

AWARDS

- First Prize – 2018 Fordham Consulting Case Competition
- Honorable Mention – 2019 Fordham Data Crunch Basketball March Madness Bracket Prediction

EXPERIENCE

JUL 2019 – SEP 2019   NEW YORK, NY
Data Scientist Intern | Zenon AI
- Developed customer segmentation tool using **Artificial Neural Network** and **XGBoost** algorithms with Python and Oracle MySQL to reduce the number of churners by **10%** for an online trading platform client
- Streamlined client's internal paperwork process by **30%** by building a **Natural Language Processing** tool using Python regular expressions that extract contract terms from sentences

MAR 2018 – JUL 2018   NEW YORK, NY
Senior Associate | Ideas42
- Received early promotion for outstanding work performance
- Led a team of two by providing technical guidance and engagement opportunities
- Provided regular reporting on project performance to leadership team and high-level executives
- Streamlined reporting process by **50%** by writing **VBA macros** to automate consolidation tasks

AUG 2017 – MAR 2018   NEW YORK, NY
Associate | Ideas42
- Performed both **qualitative and quantitative analyses** to evaluate business and management decisions using key metrics
- Coordinated with cross functional teams in the NY, Boston, DC, and San Francisco offices to build behavioral solutions based on evaluation results
- **Queried data** from internal and client's databases to perform ad hoc reporting

PROJECTS

College Basketball Bracket Prediction
- Engineered new features and applied **Random Forest, Logistic Regression** algorithms and **GridSearch** to predict 2019 NCAA Men's College Basketball Tournament bracket with **79%** accuracy and **0.53 log loss**

Employee Turnover Prediction – HR Analytics
- Performed **Exploratory Data Analysis** and built Random Forest and Gradient Boosting classifiers with **Cross Validation**, **tackling data imbalance using SMOTE** to predict employee attrition

Stock Portfolio Recommendation Using Sharpe Ratio
- Created a S&P 500 stock portfolio with a **7% risk-adjusted return** by using **pandas** and **Beautiful Soup** to scrape data from Yahoo Finance, calculating Sharpe Ratio, storing and querying it from a **PostgreSQL server**