

LISA OSHITA



EXPERIENCE

Feb 2020
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Jan 2019

Data Scientist, Analytics

Brandless, Inc.

📍 San Francisco, CA

- Advised A/B tests, proposed alternative experimentation frameworks, e.g. Non-Inferiority Tests, for optimized, faster testing
- Maintained backend data infrastructure, including Redshift and Looker, to support internal data models and stakeholder analyses
- Performed analyses into user-site behavior to guide product decisions
- Worked with Marketing to identify profitable, loyal customers to target with email campaigns, product recommendations and promotions based on segmentation and order history
- Developed models to predict new product interest and interactions based on preferences and demographic information obtained from survey responses to inform Product Finder Quiz design

Dec 2018
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Mar 2018

Data Science Intern

Air Pollution Control District

📍 San Luis Obispo, CA

- Implemented R and Python scripts to automate AirAware text alerts
- Developed random forest model to predict high wind days based on meteorological data
- Created R package to load, format and analyze Federal Air Quality Systems data

Sep 2018
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Jun 2018

Data Science Intern

Brandless, Inc.

📍 San Francisco, CA

- Implemented email marketing strategy to target customers with specific promotions, based on random forest predictions of AOV and retention
- Developed box recommendation algorithm to minimize empty space and multi-box shipments to enable cost savings of > \$100,000
- Performed sentiment analysis on support tickets, NPS and product reviews to provide insights on customer opinion

Sep 2017
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Jun 2017

Undergraduate Researcher

iFixit, Cal Poly Department of Statistics

📍 San Luis Obispo, CA

- Predicted survival probabilities and response times of questions posted on iFixit's Q&A forum using Cox regression
- Wrote Shiny app to allow users to compute predictions for any set of questions



EDUCATION

Dec 2018
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Sep 2014

B.S. Statistics

California Polytechnic State University

📍 San Luis Obispo, CA

CONTACT

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🐙 github.com/lisaoshita

SKILLS

R
SQL
Visualization
Statistics
Machine Learning
A/B Testing
Looker
Git
Python