

# Lukas Taylor

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Curious data scientist excited by processing messy data into informed business decisions. Experienced with the entire data pipeline: from Extract, Transform, Load (ETL) to presenting findings. Knowledgeable in both traditional econometric analytics and machine learning. Communicate understandable information from complex trends. Dependable co-worker looking to find long-term home for my custom Business Intelligence tools and methods.

Portfolio: <https://github.com/lukastay/Lukas-Taylor-Repository/blob/main/README.md>

## Professional Experience

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### Headline Research | Springdale, AR Data Analyst | 2016 - Present

- Work for **family-owned firm** that boosts growing CPG and retail firms by using surveys, predictive modelling, and focus groups
  - Undergraduate Semesters: Part-Time
  - Undergraduate Breaks: Full-time
  - Since Graduation: Full-Time
- Streamline **ETL** process:
  - Extract Core Data From Messy Sources - Advanced SQL, Salesforce, Excel, Azure
  - Transform Data With Advanced Outlier Detection, Feature Engineering, Imputation, Normalization, Standardization, KPI Calculation
  - Load Ready-To-Use Relational Data Models With Columns That Automatically-Refresh
- Ensure **company data architectural guidelines**, principles, and standards are followed
- Use **machine learning and econometric Python tools** to hone in on trends and patterns:
  - Regression Predictive Analytics
  - Classification Predictive Analytics
  - Clustering
  - Forecasting
  - A/B Testing
- Transform findings into striking **visualizations** using (see portfolio for examples):
  - Power BI - *With DAX, Coding For Power BI Custom Visuals, GGplot2, R, Python, Seaborn, Matplotlib*
  - Tableau
- **Present findings** directly to clients by building:
  - PowerPoint presentations - extract actionable insights from complex data trends
  - Dashboards - allow clients to go hands-on with data during meetings

## Core Competencies

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Visualization, Communication, Teamwork, ETL, AGILE, Economics, Machine Learning, Causal Analysis

## Technical Skills

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Power BI, Tableau, SQL, Salesforce, Azure, Excel, Python, R, Seaborn, Pandas, Scikit Learn, Tensorflow

## Education/Certifications

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B.A. in Economics – Graduated With Honors, University of Michigan, December 2021

Microsoft Azure Data Fundamentals Certification

Google Analytics Certification

IBM Python Basics for Data Science

Codecademy Learn Python 3 Course

Codecademy Learn SQL Course