Mark Ustel

Contact Me

- He / Him
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- Harlow, Essex, UK

Education

Bachelor of Engineering
University of Hertfordshire
2003 - 2006

Skills

Empathise
UX, Design Thinking, CX

Data Acquisition
SQL, Hive, Hadoop, Web Scraping, APIs, Telematics

Data Preparation
R, Python, Alteryx, Statistical, Explanatory Data Aanlysis

Modelling
Regression, Image Recognition, Machine Learning, Natural Langauge Processing, Data Robot

Evaluation
Hypothesis Testing, Probabillity Distribution, Correlation Matrix, Confusion Matrix

Visualisation
Story Telling, Tableau, QlikView/Sense, Shiny

Deployment
Markdown , Quarto, Google Cloud, GitHub, Rstudio Connect

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Senior Data Scientist

Ford - Connected Vehicles   *October-'20 to present*

- » Developed a statistical based webapp that prevented £1M in buy backs
- » Delivered analysis to identify and support a $3M cost saving on a high performance vehicle
- » Scaled a dashboard from 10k vehicles to over 6M
- » Simplified an existing query and dashboard to aggregate all analytics, including regression modelling, server side which reduced the dataframe from over 650M to less than 3k
- » Spearheaded the cloud magration for query, analytics, machine larning and dashboarding

Data Scientist

Ford - Innovation Lab   *April-'19 to October-'20*

- » Specialist in Design Thinking improved project completion rate by 30%, and reduced project time by 2 months
- » Conceptualized machine learning (PCA) to identify over $45M and delivered over $6M cost saving in manufacturing
- » Formulated a natural language processing algorithm to analyse over 17k ideas generated
- » Redesigned the interface for idea generation which doubled the number of ideas submitted whilst greatly enhancing customer satifiaction
- » Analysed and published a dashboard for diesel injector prognosis worth an estimated $2M

Senior Data Analyst

Ford - Engine Development   *March-'16 to April-'19*

- » Proud inventor and author of a patent for Adaptively Controlling a Motor Vehicle Engine System
- » The first person to test, analyse and implement dual injection strategy on a European application at Ford which yielded a 1% improvement in fuel economy and a 7% uplift in torque
- » Created a tool to analyse overfuelling which enabled fuelling levels to be reduced by 12%
- » Ultilising big data and developing alogirthms helped successfully predict the hardware changes required to meet upcomping legislated C02 limits

Data Analyst

Ford - Engine Development   *August-'11 to March-'16*

- » Invented a program to analyse and categorise fuel consumption delta that is still being utilised globally
- » Succesfully developed algorithms to identify dynamic valve events
- » Developed a software stragety to improve idle combustion stability by over 50%
- » Remotely investigated and resolved an assembly production error that caused the plant to shutdown for 10 days