

## PRINCIPAL DATA SCIENTIST

### Professional Summary

To help an organization improve upon and create a truly transformational Customer Experience with end-to-end design, analytics and operational excellence.

### Core Qualifications

Advanced Microsoft Excel and Access, JavaScript and Jscript skills Highly proficient in statistical analysis using applications: Minitab and R Studio; Github Other Technical Skills: Familiarity with Java, Visual Basic, C++, SQL, XML, HTML

### Experience

08/2012 to Current

Principal Data Scientist Lumeris i¼ Arkansas , KY

- Primary analyst tasked with yielding strategic insights to drive key corporate initiatives based through customer feedback tools such as NPS; product based surveys; and operational data.
- Common predictive analytical techniques such as multi-variate data models; hypothesis testing using chi-squares; ANOVA, t-tests; and z-tests; cluster and conjoint analyses are used to conclude necessary actions.
- Corporate NPS analysis has driven corporate initiatives to improve strategic partner relationships; product quality and usability; implementation services; technical support and contracting licensing programs.
- Performed financial linkage analysis with customer satisfaction data to highlight the importance of customer satisfaction to bottom line /top line figures through OLS and logistical regression.
- Revenue and new sales growth models were also developed to show projections of enhanced financials by focusing on improved customer experience.
- Developed predictive analytics models using Bayesian probability theory that helped to anticipate future customer escalations using many disparate data sources.
- Performed analysis on linkages between employee satisfaction sentiments and customer satisfaction scores to understand if areas of high employee satisfaction correlate to high customer satisfaction.
- Helped product teams conclude top areas to enhance; improve or maintain to maximize customer adoption rates and likelihood for recommendation.
- Project managed a data science initiative of evaluating all Customer Experience metrics to understand biggest drivers of customer renewals and retentions.
- Led a series of recorded R-Programming training sessions for business intelligence analysts across all divisions within the Global Business Operations division.

04/2008 to 07/2012

Survey Service Bureau Manager Stilt i¼ San Francisco , CA

- Helped to establish the framework of a new Voice of Customer department by creating all processes, guidelines, and training documentation for Survey Service Bureau within CA Technologies, Inc.
- These documents outlined the protocols for the design, creation, distribution and reporting of all corporate surveys sent through CA Technologies, Inc.
- Managed the rollout of more than 50 survey projects, including the Customer Relationship (NPS), Technical Support Satisfaction, Services Satisfaction, Partner Relationship Satisfaction, Student Education Evaluation, CA Communities and CA World Symposium Feedback managed through Confinnit.
- Outlined the guidelines for consulting with various departments throughout CA Technologies to help them formulate their key business problems and objectives to help design the survey structure, determine appropriate conditional skip logic, assign appropriate scales/measurements to help them get the right data to solve their problems.
- Reviewed sample selection strategies to reduce bias concerns.
- Managed data collections process from extraction through all cleansing steps.
- Trained and managed a team of analysts through hands-on sessions and documented processes on areas such as consulting best practices; survey design; project management; survey programming; data management; statistical data analysis.
- Developed several project management tools used to outline all survey bureau tasks and timelines to efficiently and effectively complete survey projects.
- Facilitated relationship between survey software vendors and CA Technologies.
- Built survey programs and action oriented alert mechanisms using jScript coding.

08/2006 to 04/2008

Senior Operations Specialist Sanmina Sci i¼ Manchester , NH

- Customer satisfaction ambassador delegated to representing the "voice of the customer" through market research projects.
- Supervised a team of three responsible for disseminating a weekly executive management report based on data mining Web 2.0 consumer generated media.
- Developed data mining process that dissects consumer discussions to track sentiments towards Canon and competitor models, including features; purchase drivers; brand perceptions; safety and quality assurance issues; and potential legal liabilities.
- Analyzed data to discover trends in customer sentiment towards Canon products using Microsoft Excel and Access.
- Summarized data into a weekly consumer insight report that has lead to changes in Canon strategies such as implementation of instant rebate programs; a recall of the EOS 1D Mark III; the detection of four separate class action movements; and several product service announcements.

- Consulted executive management with a detailed study outlining advantages of Web 2.0 platforms in yielding customer insights with recommendations for potential future Canon projects, such as a private online community and ideagoras for product innovation and a "wiki" knowledgebase to enhance online support.
- Analyzed survey data regarding customer experiences with the Canon website, as well as repair and phone services to track customer satisfaction through multivariate statistical and commentary analysis.
- Developed Six Sigma control charts designed to identify a decline in service performance.
- Created key driver quadrant charts to prioritize primary customer satisfaction drivers.
- Helped improve customer satisfaction by 5% by changing focus from turnaround time to repair quality and communication.
- Presented PowerPoint presentations to summarize market research data to management upon requests.

08/2004 to 08/2006

Business Administration Associate Canon USA, Inc i¼ City , STATE

- Extranet administrator responsible for the management of Consumer Imaging Group (CIG) marketing content, user access management, and ordering functionality.
- Organized and outlayed thousands of marketing product announcements, images, notices, price lists, and promotions for dealer display.
- Administered and assigned user privileges based upon contractual agreements to enhance security and maintain site integrity.
- E-commerce Project Coordinator responsible for overseeing development and completion of EDI projects by ensuring that all trading partners are in accordance with Canon's technical, logistical and legal policies.
- Worked extensively with logistics and IT departments to ensure Supply Chain Vendor Compliance with issues such as EDI technical mappings; logistical routing procedures; RFID implementation and standard business practices.
- Analyzed current processes to help facilitate changes necessary for initiatives such as the systematic restructuring of the CIG sales force, customer orders impacted by business unit consolidation, and contract administration for all CIG customers.
- Generated daily sales reports which help to track sales volume of all CIG business units and the sales quota percentage as dictated by CIG sales management.

07/2000 to 08/2004

Programmer/Analyst Datacor, Inc i¼ City , STATE

- Developed and maintained an ERP application responsible for enabling customer order entry, invoice tracking, A/R and AP payment processing, and inventory control management.
- Provided customer support to meet day-to-day operations in areas such as sales reporting, resolving unbalanced general ledger postings, troubleshooting inventory discrepancies.
- Trained customers extensively with on-site demonstrations that combined PowerPoint presentations with practical hands-on instruction.
- Performed analysis for all stages of the Systems Development Life Cycle such as inquiring customers of their needs and desires, fielding customer specifications for systems enhancements, detailing desired features in documentation, making necessary coding adjustments, testing and debugging enhancements, installation of enhancements, user training and support.

Education

2000

Bachelors of Science : Management Information Systems Seton Hall University Management Information Systems

2008

Masters of Business Administration : Market Research Stony Brook University Market Research

Skills

analyst, AP, business intelligence, Business Operations, C++, charts, chi, CA, consulting, content, contract administration, Customer satisfaction, customer support, data analysis, data management, data mining, debugging, documentation, drivers, E-commerce, EDI, ERP, executive management, XML, Extranet, features, financials, financial, focus, general ledger, HTML, Imaging, innovation, instruction, inventory, inventory control, Java, JavaScript, Jscript, legal, logic, logistics, Mark III, market research, marketing, Access, Microsoft Excel, PowerPoint presentations, Minitab, order entry, payment processing, policies, processes, marketing product, coding, Programming, project management, protocols, quality, quality assurance, reporting, routing, safety, sales, sales management, sales reports, sales reporting, Six Sigma, SQL, statistical analysis, strategic, Supply Chain, survey design, surveys, Symposium, Systems Development, technical support, user training, phone, troubleshooting, Visual Basic, website