Marshall Krassenstein

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📖 Education

Georgia Institute of Technology - College of Computing | Engineering   *Atlanta, GA*
M.S. COMPUTATIONAL DATA ANALYTICS 3.92/4.00   *2018 - 2020*

Northwestern University - College of Arts | Sciences   *Evanston, IL*
B.A. ECONOMICS 3.70/4.00
Universitat Pompeu Fabra, Barcelona, Spain

🚀 Skills

Software   R (**Shiny**, iGraph, sparklyR), Python (Pandas, Matplotlib, Sklearn), SQL(Hive/Impala, SQLite), **Tableau** , Alteryx, Git, LaTeX
Analytics   Tree-Based Algorithms, Regularized Linear Models, K-Means Clustering, KNN, PCA, Linear Optimization, Graph Networks
Broad Skill   Interactive Visualization, Database Design, Machine Learning, Feature Engineering, Teaching, Public Speaking

🔧 Work Experience

Data Robot
DATA SCIENTIST - SOLUTIONS   *2021 - PRESENT*

- Created and automated data driven Covid-19 Powerpoints and dashboards as part of a $10 million contract with the HHS
- Created data pipelines and logistic regression models in large case control study to assist the CDC in pediatric vaccine effectiveness assessment
- Utilized various webscraping tools to build a database of webpages, sitemaps, and pricing data for hospitals around the country
- Built and released **Shmapy** an open source Python package for easily building hex and facet maps of the United States
- Reformulated the 'Supply Exchange' into a linear program that helped to match over 200,000 Covid-19 tests to at need organizations

PNC Bank   *Pittsburgh PA*
DATA SCIENTIST, TREASURY MANAGEMENT   *2019 - 2021*

- Performed network analysis and built a payments web application in R Shiny to deliver previously inaccessible transaction detail to end users in a novel format; optimized network to live query a Hadoop database ingesting 20 million transactions daily in a matter of seconds
- Product owner with 15 developers on Agile team that created and productionized an award-winning portal with over 500 active users; Responsibilities included product development, release planning, data modeling, large group demonstrations and performance tracking
- Created an XGBoost machine learning model and built an accompanying UI to forecast withdrawals across 7000 ATMs in company hackathon
- Improved business process by building a CRUD application for tracking sales implementations currently housing $35 million in booked sales
- Wrote a recursive R script to query FRED API metadata on over 700,000 time series pipelined into Hadoop database
- Received PNC's performance award for innovative design and rapid turn-around in company emergency 2019 and 2020

DATA ANALYST   *2017 - 2019*

- Completed initiatives from start to finish to create and automate business analytics reports across enterprise including project scoping, query development in SQL, and constructing interactive dashboards in Tableau, which still save hundreds of hours per week
- United disparate data sources to create TMO 360, a one-stop shop providing information on revenue, balances, opportunities, selling wins, and calling habits which is now used as the single source of truth for measuring salesperson effectiveness across the line of business
- Created dashboard that provided the pricing group a point of reference on comparable clients, leading to better price normalization as well as continually informing product offerings and individual discount decisions sometimes worth over $10,000
- Performed a deep dive analysis on $200 million line of business that resulted in an overhauled management structure and vertical alignment
- Designed curriculum for PNC's first analytics development program and lead training in SQL, Tableau, and R for new analysts

Macgregor Global Investments   *Chicago IL*
MARKET ANALYST   *2016 - 2017*

- Supported CEO by providing internal briefing memorandum, designing marketing materials, and managing capital campaign reports for real estate funds targeting between $100 million and $1.5 billion in investor commitments
- Analyzed large sets of data using Tableau, resulting in more focused research efforts and growth in investor targeting by over 10%
- Designed an email generation program to automate and expedite distribution of critical investor outreach materials

🏆 Interests

What I do for Fun: Running, Climbing, Making smoothies, Playing with a Frisbee or video games, Reading fiction and books about data