

# ANASTASIA SIMPSON

## DATA SCIENTIST



anastasia-simpson



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### SKILLS

**Technical:** Python, Pandas, Scikit-Learn, Matplotlib, Seaborn, HTML, SQL, G- Suite, Asana, Slack, git.

**Statistics, Modeling & Machine Learning:** Power Analysis, Bayesian Statistics, Decision Trees, Random Forest, AB Testing, Linear & Logistic Regression, kNN, Gradient Descent, ROC & Profit Curve, SVM, Boosting, NLP, NLTK, Naive Bayes, Gensim etc.

### CASE STUDIES

**Regression Case Study:** Tractors prices prediction for enterprise. Data EDA and Feature Engineering.

Used Linear Regression to model prices predictions.

**Churn Prediction:** Gradient Boosting Classifier. Archived 77 % accuracy on unseen test data. Proposed 4 different promotional ideas based on output of profit matrixes and ROC Curve.

**Recommender System:** Movies Recommender. Build a Logistic Regression model w/82 % accuracy.

**Fraud Detection:** Used NMF and K-Means, nlp, and tree models to predict Fraudulent Event Inquiries. Flask web app.

### CAPSTONE PROJECT

**AI Emotion Detector and Topic Modeling** in Suspended Elections-Related Twitter Accounts. Gensim LDA, pyLDAvis, nlp, NLTK, geopandas, Twitter API, Twitter Sentiment and Emotion Analysis. Archived Topic Coherence Score of .7

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### EXPERIENCE

JAN 2019 — APR 2019

**GALVANIZE, SAN FRANCISCO**, Data Science Immersive, [galvanize.com](https://galvanize.com)

- 3-month, 700+ hour data science immersive training program covering core data science areas and skills including probability, statistics,, machine learning algorithms, and data visualization.
- Studies supervised and unsupervised machine learning, natural language processing (NLP), predictive modeling, statistical methods, A/B testing, gradient descent, decision trees, web scraping, boosting, clustering, profit curves, imbalanced classes, neural networks.□

**NOVELA, SAN FRANCISCO**, ASSISTANT GENERAL MANAGER

MAR 2017 — DEC 2017

- Managed highly successful event venue and lounge in FiDi with 20+ employees. Presented company daily through multiple interactions with customers, vendors, investors etc. Facilitated and managed high profile corporate events during major SF business conferences.

**DOSA, SAN FRANCISCO**

JUL 2010 — APR 2017

MULTI UNIT ASSISTANT GENERAL MANAGER

JAN 2015 — APR 2017

MULTI UNIT MANAGER + MARKETING MANAGER + MAITRE D, HOST

JUL 2010 — JAN 2015

- Managed a team of 50+ including 5+ managers across two locations in San Francisco. Analyzed P&L and budgets weekly and proactively implemented solutions. Minimized excessive labor. Payroll.
  - Implemented new technologies and partnerships for DOSA: Moved DOSA from OpenTable to SeatMe (Yelp) and significantly reduced associated costs. Grew on-demand online ordering business via partnering with Caviar (Square), Doordash, Eat24, Uber Eats. Increased effectiveness by incorporating Asana and Slack to the workplace as well as transitioned to Breadcrumb from Micros POS.
  - Acted as an owner to respond to Yelp Reviews. Consistently kept 4.25 avg w/over 2000 reviews to date.
  - Provided all necessary support for ownership to run a successful profitable business in San Francisco. Proved to be resourceful, solution-oriented, having a clear head on business objectives.
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### EDUCATION

- National Research Nuclear University MEPhI (Moscow Engineering Physics Institute)  
Masters Degree in Psychology (USCES Evaluated)
- Lomonosov Moscow State University , Psychology, Social Psychology

2007 — 2009

2002 — 2007