**ALLISON TUCKER**

**Canton, MI 48188**

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**734.536.9335**

# SENIOR DATA SCIENTIST

**Interpreting Data so management can understand it**

Senior level analyst that trained and mentored new hires. Thrives on taking data and developing ways so others can easily interpret the results. Worked with other departments to develop cross department products.

# Coaching & Mentoring \* Market Research

* **Data Analysis \* Statistical Analysis**

# Data Management \* Strong SQL and MS Access

**EMPLOYMENT HISTORY**

PITNEY BOWES SOFTWARE, Ann Arbor, MI

**Senior Data Scientist** 2005 **–** 2018 Dec

* + Create statistical model to predict retail or restaurant sales using customer data, taking raw data from clients analyzing it in SPSS and building a SQL model to place into the GeoInsight program
  + Trained new employees
  + Developed monthly program to provide closest stores to Zip Codes using client information
  + Format and process raw demographic data to load into our models and geographic software
  + Developed major intersection file to use for potential site selections, using MapInfo
  + Developed SQL database using monthly sales data and compare rolling 12 months of data from post and prior years to develop Maturity curves for new store analysis
  + Prepared potential site analysis by going traveling to the site in the field and evaluating the area and competitive market
  + Provided technical support in MapInfo and AnySite for coworkers and our modeling clients

MIDAS INTERNATIONAL, Itasca, IL

**Market Research Analyst** 1999 – 2005

* + Design and maintains objectives database for field support that tracks effectiveness of sales, purchases and warranty credits at the store level, summed up to Owners, District, and Regional areas
  + Directed team to coordinate data integration and centralization between Midas and AutoZone
  + Developed and maintains in-house program to provide mapping and demographic information to upper management to aid in the development of new stores
  + Responsible for retrieving and analyzing weekly sales data to determine effectiveness of specific advertising campaigns in selective test markets
  + Retrieve customer data from store locations to identify trade areas and provide key demographic traits of the area
  + Determines possible site locations for new PWI Stores based on key objectives set by upper management
  + Coordinates reporting of sales and parts sold to industry research organization

ATLANTA JOURNAL-CONSTITUTION, Atlanta, GA

**Marketing Coordinator** 1995 – 1999

* + Work with a team to develop a new distribution program providing detail maps of area and demographics within defined areas
  + Create database for Pre-print sales managers to pull distribution numbers for advertisers.
  + Supervised Marketing Analyst position
  + Prepared maps and reports to assist customers in determine direct mailings
  + Developed database to identify submarkets for circulation and distribution of pre-print insertions for sales team
  + Supervised and reported a weekly quality control program for Circulation Department
  + Analyzed customer’s database to identify key characteristics of buyers and combined demographic information to target possible distribution areas

# EDUCATION:

Georgia State University, Atlanta Georgia

# Bachelor of Business Administration (BBA)

Concentration: Decision Science