Courtney R. Everest

DATA SCIENCE | ADVERTISING ANALYTICS

PROFILE

Tenacious and versatile data science professional with deep domain knowledge of automotive and advertising industries. Proven record of driving results by mobilizing cross-functional teams. Inspired by opportunities to transform underutilized data into actionable insights and a competitive edge. Passionate about using multidisciplinary approach to find and tell the data stories others have overlooked.

PROFESSIONAL EXPERIENCE

DATA SCIENCE APPRENTICE
Nashville Software School | 2020-present
Nine month intensive program, applying data science tools & processes to real-world problems in individual and team environments.

Electric Vehicle Registration Patterns & Barriers to Ownership
- Developer: R
- Webscraped historical vehicle prices from Autotrader.com, and used APIs to query data from US Census and US Department of Energy. Built R Shiny dashboard exploring electric vehicle registrations, price & infrastructure trends and the relationship between EV market penetration and income.

Opioid Prescription Patterns & Overdose Risk in TN
- Team Developer: PostgreSQL, Python, R
- Used Medicare, Census and CDC data to quantify relationship between opioid prescription claims and overdose deaths in TN..
- Looked beyond legal opioid prescription claims, uncovering a 49% increase in opioid abuse treatment claims and co-prescription patterns indicating risky provider behavior.

Harnessing Provider Communities for Hospital Revenue Growth
- Team Lead: Python, SQLite, Neo4j
- Analyzed inpatient referral patterns to identify opportunities for Vanderbilt University Medical Center to increase revenue by targeting provider specialties associated with common chronic conditions in Medicare patients.

Predicting Substance Permeability with Machine Learning
- Team Developer: Python
- Built model to predict rock permeability using scikit-learn and keras.

TN Earthquake Impact Model for Emergency Resource Allocation
- Team Developer: Python
- Analyzed historical earthquake records, transportation infrastructure networks and injection wells (fracking) to evaluate potential earthquake impact and prioritize response.

CONTACT

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github.io/c_everest_portfolio

LANGUAGES

PYTHON
pandas, numpy, statsmodels, beautifulsoup, geopandas, matplotlib, seaborn, plotly, skicit-learn, keras

R
tidyverse, leaflet, rvest, rselenium, shiny, httr, plotly, ggplot

SQL
PostgreSQL, SQLite, SQLAlchemy

METHODS

STATISTICAL ANALYSIS
Significance testing, bootstrap sampling, regression

MACHINE LEARNING
Supervised & unsupervised, decision trees, SVM, neural networks, PCA, feature selection, dimensionality reduction

QUALITATIVE RESEARCH
Structured, semi-structured & ethnographic interview methods, survey design, qualitative coding

BUSINESS TOOLS

OPERATIONS & REPORTING
Salesforce, Microsoft Office Suite, Tableau, Google Data Studio

MEDIA & ADVERTISING
Google Analytics, Google Ads, Google Ad Manager 360, Simpli.Fi, MediaMath

SENIOR CLIENT SUCCESS MANAGER, EXECUTIVE ACCOUNTS
LocaliQ Automotive | 2017-present
Oversee service delivery & campaign performance of strategic automotive accounts in key US markets.
- Consistently meet retention targets with $3.6M in annual revenue
- Lead cross-functional team to optimize campaigns and diversify product mix.
- Leverage analytics insights to mitigate churn & create sales opportunities
- Identified errors in vehicle registration database immediately before national launch of sales scorecard tool.
- Improved campaign-level reporting in clients' Google Analytics by identifying & scrubbing bot traffic, yielding average -15% bounce rate and +27% session duration.
- Saved $600k account from churn. Designed and built custom Data Studio dashboard to illustrate impact of Covid-19 on inventory flow and campaign performance. Parsed vehicle page URLs with G2 RegEx as proxy for client's inventory feed.
- - Develop and implement Google Analytics and Google Data Studio training plans.
- - Collaborate with sales and post-sales leadership to support sales initiatives and new product launches with compelling data narratives.
- - Coach cross-functional teams in building Google Data Studio reports for strategic accounts to further client needs as well as company sales and retention goals.

CHIEF OF STAFF
BlueArx | Shreveport, LA | 2014-2017
Managed daily operations of digital marketing agency with 3 locations and 35 staff, serving as front-line resource for both clients and employees.
- Analyzed sales pipelines, overhead and equipment costs to deliver departmental budget recommendations to the CEO.
- Delivered in-depth analysis on client industries, empowering production teams to create relevant content.

PROJECT MANAGEMENT ASSOCIATE
Meta-Culture Consulting | Bangalore, India | 2013-2014
Project managed conference for South Asia's first alternative dispute resolution firm.
- Managed relationships with clients in agribusiness, chemical, mining and telecoms industries.
- Coordinated logistics for attendees from India, Nepal, Sri Lanka and Pakistan.
- Met deadlines and quality standards in a resource-poor working environment eg: power cuts, internet failure, monsoon flooding.

DATA SCIENCE BOOTCAMP
Nashville Software School 2020-2021

BACHELOR OF ARTS, POLITICAL SCIENCE
Hendrix College 2007-2011

AWARDS

CLIENT SUCCESS CHAMPION Q2 & Q4
LocaliQ Automotive, 2020