

# Phillip Lagoc

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## Work Experience

### Company Founder

Dragonfruit Cleaning

San Jose, CA

Jul. 2023 - Present

- Founded a house cleaning business called Dragonfruit Cleaning and integrated a custom lead request form that reduced lead response time from 24 hours to 30 minutes.
- Managing the company's website and improving customer experience by implementing custom UI features in JavaScript, HTML, and CSS.

### Product Analyst, Gaming

Sensor Tower

San Francisco, CA

Nov. 2020 - Present

- Trained a logistic regression model using scikit-learn and implemented one-hot encoding and feature selection techniques on textual and numerical mobile game data to achieve a 95% evaluation accuracy.
- Accelerated data tagging procedures through the implementation of a custom machine learning model, resulting in a substantial reduction in manual effort and expediting a report which generated over \$400k in sales opportunities.
- Achieved a 70% reduction in data preprocessing runtime by leveraging Python lambda functions, improving overall efficiency in data handling and analysis.
- Optimized code maintainability of an existing Ruby and Python script by removing redundant code and modularizing repetitive segments into functions, boosting runtime by around 30s.
- Implemented custom automation scripts using Python, Ruby, and MongoDB which streamlined manual workflows for non-technical colleagues and increased overall productivity.
- Developed technical solutions in Python using our API for non-technical clients, writing cohesive and detailed documentation on their functionality and use-cases.
- Conducted comprehensive research to identify emerging mobile gaming trends, enabling data-driven product development such as live event dashboards for mobile games.
- Collaborated with cross-functional departments, including data science, marketing, and engineering, to define relevant data and modeling needed, establish efficient communication with clients, and track development.

### Research Data Analyst

Machine Learning for Social Science Lab (MSSL)

La Jolla, CA

Jan. 2019 - Sep. 2020

- Evaluated the performance of MSSL's temporal tagger against other leading taggers to determine how to improve temporal annotation performance of online documents using tidyverse in R.
- Reduced false positive tag rate by 56% to improve data tagging quality after visualizing the performance of current data preprocessing code in ggplot2 and altering it in R.
- Optimized data gathering time by cutting operational costs in half after visualizing operational costs of different AWS EC2 instance types using matplotlib.

## Projects

### [Warzone Tableau Dashboard](#) and [Blog](#)

Jun. 2020 - Jul. 2020

- Visualized my performance from the Call of Duty: Modern Warfare Warzone gamemode with Tableau to determine avenues of improvement for my playstyle and team contribution in order to optimize match results.
- Utilized rapidapi to access previous match history and developed pandas code to preprocess the retrieved data.
- Leveraged actionable insights such as improving map positioning and awareness to increase placement in the top ten teams by 60% and wrote a blog on this.

## Education

### University of California, San Diego

B.S. Cognitive Science, w/ Specialization in Machine Learning and Neural Computation

La Jolla, CA

Relevant Coursework: Machine Learning, Artificial Intelligence, Data Structures & Algorithms

Sept. 2016 - Jun. 2020

## Skills

**Languages:** Python, C/ C++, Java, R, HTML/ CSS/ JavaScript, Ruby, SQL

**Frameworks and Libraries:** pandas, scikit-learn, matplotlib, PyTorch, Flask, tidyverse, MongoDB, Clickhouse

**Software:** Tableau, Jupyter Notebook, Git, Visual Studio, Eclipse, Mode Analytics, rapidapi

**Cloud:** Amazon Web Services (EC2, S3)