Rachael Friedman

Data Scientist

rachaelgfriedman1@gmail.com | 505-507-9974
LinkedIn | GitHub | Medium | Portfolio

PROFILE

I am a data scientist with expertise in data analytics and visualization consulting, who is passionate about helping organizations unpack and leverage data to make strategic decisions and improve business performance. My detail-oriented and collaborative approach to solving problems enables me to be a strong team player and dedicated partner to my stakeholders.

SKILLS

Languages & Tools: Python, Jupyter Notebook, NumPy, Pandas, Scikit-learn, Statsmodels, Tensorflow, Git, GitHub, Streamlit, SQL, Qlik, Power BI, Databricks, Excel, Qualtrics
Data Wrangling: Survey creation, data collection, web scraping, API calls, exploratory data analysis, feature engineering, ETL data pipelines, relational database design
Data Analysis & Modeling: Dashboards, KPIs, visualizations, natural language processing, computer vision, statistical modeling, supervised and unsupervised machine learning

EXPERIENCE

General Assembly Data Science Immersive
Student | Jun 2021 – Sep 2021

- Completed a 13-week, 500-hour immersive data science course to develop skills in Python programming, data visualizations, statistical modeling, and supervised and unsupervised machine learning.
- Leveraged advanced data science analysis and modeling techniques to solve real-world problems, including 20 labs and six large-scale projects. Summarized the project findings and recommendations in presentations for both technical and non-technical audiences.
- Conducted exploratory data analysis, created visualizations to understand data, and performed data cleaning and feature engineering on large datasets to prepare for modeling.
- Gained expertise building models, tuning models, and evaluating models for regression, classification, ensemble methods, natural language processing, computer vision, and neural networks to develop models that best solve specific business problems. Deployed the most optimal models to Streamlit applications for external use.

   Selected Project Experience

- Collected Reddit post data through API calls and developed a model to predict if a given post comes from the AskWomen or AskMen subreddit.
- Collaborated with a team of data scientists to create a model that predicts outcomes for animals taken in at the Austin Animal Center.
- Built a model to predict the popularity of Washington DC Airbnb listings and return recommendations on how to increase their popularity.

Vault Consulting, LLC
Manager | Jun 2020 – May 2021
Senior Data Analyst | Jun 2018 – Jun 2020
Data Analyst | Aug 2016 – Jun 2018

- Collaborated with trade association clients to design tailored surveys and business intelligence reporting programs that allowed their members to track market trends, measure market share, and benchmark their organization's performance against peers.
- Oversaw the successful completion of 10+ recurring business intelligence reporting programs each quarter. Coordinated efforts between trade association members and Vault staff to ensure on-time data collection and accurate reporting.
- Built databases using Excel and Python to clean data, perform exploratory data analysis, and optimize the extract, transform, and load (ETL) process.
- Worked with developer team to design relational data schemas in Qlik for customized interactive dashboards that meet client's needs and carry out their vision.
- Created interactive dashboards and data visualizations that tell stories with data, highlight key performance indicators, and enable stakeholders to make data-driven decisions.
- Communicated requirements for client websites and client data management to the developer team using Agile methodology to ensure efficiency and client satisfaction.
- Documented current reporting program processes and works to improve them and gain efficiencies for future report iterations.

   Selected Project Experience

- Designed a reporting program for auxiliary service departments at universities to track financial operations and COVID procedures using dashboards.
- Reconciled 10 years of historical program data and built dashboards for refinery and petrochemical facilities to measure annual safety performance and compare with historical trends.
- Developed a reporting program that provided mattress manufacturers with dashboards and KPIs to analyze product sales and track import trends.

NASDAQ Dorsey Wright
Intern | Sept 2015 – Dec 2015

- Analyzed stock pricing trends using Dorsey Wright's point and figure methodology to identify changes in the financial landscape and make portfolio allocation recommendations.
- Generated dozens of online reports showcasing our firm's research and recommendations to be a resource for investors.
- Supported daily business operations, including customer service and billing activities.

EDUCATION

General Assembly
Data Science Immersive | Remote | Jun 2021 – Sep 2021

University of Richmond
B.S.B.A. in Economics | Richmond, VA | 2012 - 2016