

Rhona Digan

Data Scientist

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EXPERIENCE

Customer Data Scientist

Sainsburys

10/2020 - Present

- Combined customer data across the organisation to provide a single source of truth for all customer data.
- Built and deployed a model to identify customers who are likely to lapse in the next 8-week period. The final model had an AUC of 92% and was used to save costs by targeting marketing at lapsing customers.
- Led and implemented a 'ways of working' framework to help the team adjust and optimize for remote working. This included a pair working strategy which resulted in increased collaboration and project management system which improved efficiency.

Junior Data Scientist

Kubrick Group

01/2019 - 08/2020

- Completed an extensive 4-month training program in advanced data science, analytics and engineering.
- Delivered a broad range of projects throughout the training course including building interactive dashboards, machine learning models and ETL pipelines.

Placed as a Data Scientist at Hyperion Insurance Group:

- Created a python package to automate the process of forecasting insurance reserving trends. This increased the efficiency of the actuarial team.
- Managed a 4-member cross-functional team (UI developers, testers and data architects) and coordinated with two business partners toward the deployment of the actuarial model and interface.
- Carried out in-depth data quality analysis across the business and presented findings to senior stakeholders. The report highlighted key issues which shaped the company's 5-year data strategy.
- Led a 10-person team in the build of a live insurance analysis portal with the aim of driving revenue and brand awareness.
- Promoted a data driven culture and worked to inform and educate my colleagues on the importance of data. Implemented an agile working environment for my team.

Data Analytics Intern

Digicel (St Lucia, Caribbean)

06/2017 - 08/2017

- Analysed digital website data in R to provide insights on consumer behaviour and market opportunities.
- Utilised statistical experimentation techniques to conduct A/B testing for website changes.

SUMMARY

High performing data scientist with a demonstrated ability to deliver commercial insights. Experience leading and managing data projects of up to 10 people. Excellent ability to communicate technical concepts to non-technical stakeholders.

SKILLS

Machine Learning	Advanced
SQL	Advanced
Python	Advanced
Pandas	Advanced
Visualization Tools	Advanced
Scikit-learn	Advanced
Project Management	Intermediate
R	Intermediate
Leadership	Intermediate
Java	Intermediate
NLP	Beginner
AWS	Beginner

LANGUAGES

English	Native
French	Intermediate

EDUCATION

Statistics and Computer Science

Trinity College Dublin

2018

B.A. Statistics and Computer Science

- Grade: First Class Honours.
- Final Year Project: Collaborated with Accenture to propose a solution to the Dublin Bikes traffic problem. Used a combination of supervised and unsupervised machine learning techniques to develop a model which would result in a marked improvement in efficiency and cost.