WARREN KENNEDY

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2024
University of California, San Diego, CA
- Relevant Coursework: Customer Analytics, Supply Chain Analytics, Marketing Analytics

Bachelor of Arts in Economics   06/2023
University of California, San Diego, CA
- Relevant Coursework: Economic & Business Forecasting, Macroeconomic Data Analysis, Data Analysis ad Inference

EXPERIENCE

Operations Analyst, Midland Credit Management, San Diego, CA   08/2023 - Present
- Led User Acceptance Testing (UAT) for high visibility system implementations, creating test plans, staging and executing testing efforts, and creating effective documentation.
- Reduced account non-compliance by 80% through root cause analysis and process optimization in collaboration with risk management.
- Conducted detailed data analysis and reporting using SQL, providing critical insights used to inform strategic decision-making and improved operational outcomes.

SKILL & COMPETENCIES

- Proficient in Python, specializing in data manipulation and analysis with Pandas and NumPy, and machine learning applications using Scikit-Learn.
- Skilled in SQL for complex query development, data extraction, and database management, enhancing data-driven decision-making processes.
- Intermediate proficiency in Excel, adept at leveraging functions, pivot tables, and data visualization tools to analyze and present data effectively.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Member, Rady Data Analytics Club, August 2023 - Present
- Member, Midland Credit Management Black Employee Network, August 2023 - Present

PROJECTS

Analyst, Intuit Quickbooks Upgrade, Rady School of Management   01/2024
- Leveraged Logistic Regression and Neural Networks to analyze wave-1 response data and identify businesses for targeting in wave-2, optimizing for profit while considering mailing costs and expected revenue.
- Developed a strategy to scale profit estimates from test set to full dataset of 801,821 businesses, excluding 38,487 responders from wave-1, ensuring no redundancy in mailings.
- Implemented a 50% adjustment to predicted response probabilities for wave-2 based on historical data trends, refining selection process to account for expected drop-offs in response rates.
- Compiled a comprehensive, reproducible report in Jupyter Notebook format, explaining methodologies, model selection, and rationale behind proposed business IDs for wave-2, focusing on profit maximization.

Analyst, S-Mobile: Predicting Customer Churn, Rady School of Management   02/2024
- Developed and implemented a predictive model for customer churn using logistic regression and machine learning models, identifying key churn drivers through comprehensive data analysis.
- Designed targeted actions, offers, and incentives based on churn drivers, and evaluated potential impact on reducing customer churn through predictive modeling and hypothetical experimental setups.
- Formulated customer selection criteria for specific interventions, optimizing for maximum retention and cost-effectiveness across diverse customer segments.
- Conducted an economic evaluation of proposed strategies over a 5-year horizon, demonstrating profitability and impact on customer lifetime value (CLV), supplemented with a comprehensive report.