

John Sokol

DATA SCIENTIST

EXPERIENCE

Data Analyst

Apr 2019 - Present

NewLane Finance, Philadelphia PA

- Responsible for lead acquisition, enhancement, and predictive modeling to improve sales and marketing effectiveness.
- Predict lead quality by leveraging machine learning algorithms to predict current lead quality based on previous outcomes, company attributes, and sales rep interactions.

Adjunct Faculty

Aug 2018 - Present

Stockton University, Galloway NJ

- Teach conceptual data visualization best practices, Tableau, baseball statistics, and RStudio to 70 undergraduate students of all majors per semester. Five semesters of teaching experience.
- Employ interpersonal skills to communicate content effectively; teach how to develop research methodologies to answer data driven questions.

Data Solutions Architect

Mar 2018 - Apr 2019

AtlantiCare, Egg Harbor Township NJ

- Built clinical Tableau dashboard solutions for physician and administrative end users, specifically CABG, COPD and Thrombosis dashboards to visualize key performance indicators specific to each procedure.
- Manipulate and preprocess terabytes of unstructured clinical data using SQL Server.

PROJECTS

Lead Quality Model - NewLane Finance

- Logistic regression model built in Python of 14 attributes to predict the likelihood of a vendor booking a contract with NewLane. Reached preliminary results of 67% accuracy. Iterative model enhancements a work in progress to improve accuracy while avoid overfitting.
- Alternative model in progress is linear regression for estimated contract amount (\$), xg gradient boost to obtain higher accuracy as dataset grows larger.

Super Bowl Tableau Dashboard – Personal

- Interactive Tableau dashboard depicting game progression vs. win probability for SB44 – SB54.
- Identifies key game plays via tooltip to provide context for the play's impact on each Super Bowl.

EDUCATION

MS Data Science & Strategic Analytics

Aug 2018

Stockton University, Galloway NJ

GPA: 4.00

Relevant Topics: Machine learning, statistics, data visualization

BS Biochemistry, Computer Science minor

May 2017


Stockton University, Galloway NJ

GPA: 3.84

Activities: NCAA Track & Field, Resident Assistant, Mathematics Tutor

CONTACT

 Philadelphia, PA 19106

 johnsokol11@gmail.com

 609-290-9340

 sokolj.com

 linkedin.com/in/sokolj

 github.com/sokolj1

SKILLS

Languages

Python

R

Java

Frameworks/Packages

Pandas

NumPy

Tidyverse

RStudio

Scikit-learn

Keras

Excel

Visualization

Matplotlib

ggplot

Tableau

Adobe Illustrator

Final Cut Pro

Database Management

Microsoft SQL Server

SQL Vertica

Machine Learning

Regression

Classification

Feature Engineering

Model Selection