

# John Sokol

DATA SCIENTIST

## EXPERIENCE

### Marketing Data Analyst

Apr 2019 - Present

NewLane Finance, Philadelphia PA

- Generate marketing leads for sales team with Python web scraping and data preprocessing.
- Categorize lead quality by leveraging machine learning algorithms to predict current lead quality based on previous lead outcome/performance.

### Adjunct Faculty

Aug 2018 - Present

Stockton University, Galloway NJ

- Teach conceptual data visualization best practices, Tableau and Rstudio to 26 undergraduate business analytics students.
- 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 Health, 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.
- Extract, transform, and load structured and unstructured enterprise data using SQL.
- Data governance committee member to enhance data quality and data source integration.

## PROJECTS

### Predicting Heart Disease with Machine Learning

- Python logistic regression model; 14 features (age, cholesterol, sex, blood pressure, years as smoker, etc), 375 observations tested with 10-fold cross validation for 78% predictive accuracy.
- Frontend Tableau GUI to input patient data by clinician to return likelihood of heart disease presence.

### Super Bowl Tableau Dashboard

- Interactive Tableau dashboard depicting game progression vs. win probability.
- Visualization solution identifies the key plays and their impact on each game.

## 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

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## SKILLS

### Languages

Python

Rstudio

Java

### Frameworks/Packages

Pandas

NumPy

Tidyverse

R markdown

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