STACY LEE

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Languages	Proficient: **Python, R, SQL** Basic: **HTML5/CSS/JavaScript, C++, SAS**
Libraries	Python: **NumPy, Pandas, Sklearn, SciPy, StatsModels, Matplotlib** R: **Tidyverse, Caret**
Data Tools	**Google Cloud Platform, Google Data Studio, Tableau, Trifacta, Azure, AWS, UNIX/Bash, Git**

Experience

Carat USA New York, NY
Analyst, Data Analytics *Impact Team* Sept 2019 - Present
- Build & maintain data pipelines using Python & SQL for marketing dashboards
- Collaborate with cross-functional teams to solve data issues & present reports & insights
- Optimize Python code to be reusable for weekly or daily report automation & ad-hoc requests
- Monitor automated jobs in Trifacta & troubleshoot issues from 5+ disparate data sources
- Lead the strategy for selecting test & control market pairs to measure TV advertising impact & the research for creating cost estimates to generate baselines of significant sample sizes
- Implement XGBoost model to forecast production volume & causal impact analysis using additive time series model to estimate marketing impact
- Create data visuals to investigate discrepancies and gain deeper insights on data trends
- Improve online ad performance by over 20% through optimal frequency & creative analyses
- Analyze web & search data to understand impact on production from TV & radio advertising

Ameren Champaign, IL
Data Science Innovation Intern *Analytics Team* Jan 2018 - Dec 2018
- Led a 5-person team project for identifying individuals out of 1.4 million customers with high propensities of enrolling & saving in energy savings programs administered by the business partner using demographic dataset of mixed data types with positive feedback from partner
  - Built custom tools for exploratory data analysis to gain insights & formulate a data strategy
  - Implemented random forest for 1% imbalanced class ratio and improved recall by 90%
  - Applied Bayesian statistics with logistic regression for targeted marketing deliverable
  - Surfaced and presented insights on customer trends through storytelling to stakeholders
- Researched methods to replace the traditional utility pole health assessment process
  - Converted & reformatted raw data collected from sensors to facilitate analytics
  - Utilized clustering methods to find patterns in pole health based on movement
- Assisted with recommender system to estimate solar PV adoption for distribution planning
- Mentored teammates on machine learning, statistics, and programming in Python or R
- Executed & documented ETL processes in AWS EC2 for efficiency

Education

University of Illinois at Urbana-Champaign
M.S. in Statistics *Analytics Concentration* Dec 2018
B.S. in Civil Engineering *Systems Engineering Concentration* May 2017

Competitions

Synchrony Financial Datathon Top 5 of 25 Teams with Best MSE Score April 2018
- Researched the impact of federal interest rates on home improvement spending
- Implemented Elastic Net with Five-Fold Cross Validation for the final submission

Projects

Machine Learning & Computational Statistics Projects [stacy-lee.github.io/ds/projects.html]
- Monte Carlo method to identify Weibull PDF in Traffic Volume Counts 2012 NYC Open Data
- Time series with fourier seasonality on Walmart sales data achieved WMAE less than 1630
- Logistic regression for movie review analysis with NLP achieved AUC greater than 0.95

Algorithms (Written From Scratch) Random Forest, k-NN, Lasso Regression, Apriori