

# TED FARLEY

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## Experience

### UBER

November 2020 – Present

*Data Analyst - Eats, Merchant Operations*

*On contract, New York City*

- Provide bespoke Data Analysis for merchants including: *customer satisfaction and retention analysis, promotion performance, cannibalization analysis and intervention analysis*
- Schedule and maintain operational & financial reports for Uber Eats' Merchant partners across US & Canada
- Modeling data-sets to ensure validity and consistency of these reports

### Shoptalk

Oct 2019 – Nov 2020

*Data Analyst*

*New York City*

- Design, develop and maintain dashboards in **Tableau** & **Data Studio** for strategic, and operational use-cases.
- Perform retention analysis to inform product and marketing stakeholders
- Unified raw production, Salesforce CRM & various in-house data sources to a data warehouse using Panoply & **AWS Redshift**

*Junior Analyst*

*May 2018 - Oct 2019*

- Worked with engineering team and business stakeholders to ensure data quality and coordinated business requirements with engineering processes.

### Blackbird Kitchen

2010 – April 2018

*Server*

*Bozeman, Mt*

- Served tables throughout my undergrad and several years after
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## Core Competencies

**SQL/Data Modeling:** Writing readable & efficient SQL code, strong grasp on dimensional modeling paradigms

**Coding:** Fluent in **R** (tidyverse and base) & **Python** (Pandas, Jupyter environment)

**etc:** version control, cron scheduling, bash

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## Education

### Montana State University

Aug 2009 - May 2013

*BS Economics – Focus on econometrics*

*Bozeman, Mt*

*Extra Coursework*

*Jan 2015 - May 2018*

- After undergrad I took 4 semesters of classes in preparation for a Masters in Data Science program including Computer Science (OOP, Databases & Machine Learning), Math (Calculus & Linear Algebra) and Statistics (Time Series & Regression Modelling)
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## Projects

### Building a Land Use Data Warehouse using dbt and BigQuery

*Modeling & Combining data from NYC Department of Planning & US Census*

- [Link](#)

### What are the effects of building age on rental price?

*End-to-end data analysis on the causal effects of building age on rental price*

- [EDA](#), [Causal models](#), [Statistical Model](#), [Model Comparison](#)