CHRISTOPHER S. MORGAN

The General, *Business and Data Analytics*
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EDUCATION

M.S. in Applied Statistics, *Purdue University, West Lafayette, IN*
B.A. in Mathematics with Concentration in Statistics, *Saint Olaf College, Northfield, MN*

EXPERIENCE

Data Scientist II, The General, *Nashville, TN (January 2017 – present)*
- Implemented chat sentiment and topic modeling dashboard to improve understanding of how customers were interacting with chat application and improve efficiency of quote flow and "My Policy" UI
- Oversaw and validated The General's first venture into online paid search and retargeting campaigns
- Advised organization on numerous A/B pilots to increase close rates and written premiums; designed pilots, calculated sample sizes, and conducted analyses; influenced decision of when to implement into production
- Mentored a junior team member in data science topics and art of telling a story with data to impact positive changes throughout the enterprise

Manager Statistical Analytics, Asurion, *Nashville, TN (July 2014 – December 2016)*
- Implemented statistical validity into existing processes across the business, including forecasting, control limits, A/B testing, and sample size calculations
- Developed innovative data-driven insights to predict post-claim customer retention and customer satisfaction using decision trees and clustering algorithms
- Initiated analysis on an A/B testing pilot to reduce reshipments and save the organization $130k annually
- Identified fraudulent telecom retailers to investigate; campaign had measured savings of $2.1-$2.8M annually in reduced incident rate
- Produced insights that drove problem solving on operational and strategic topics across the enterprise

Senior Statistical Analyst, Asurion, *Nashville, TN (August 2012 – June 2014)*
- Influenced increased use of predictive analytics to make strategic decisions, communicating technical subject matter to non-technical audiences
- Strengthened forecasted call volume for our technical support call center to meet service level agreements, improving the percentage of calls answered in thirty seconds from 6% to 80%; simultaneously allowing the business to save upwards of $30k annually by not having to rely on a third-party vendor
- Improved ability to capture fraudulent reshipment claims 3.5 fold without impacting experience for non-fraudulent customers using logistic regression and profiling; saved company upwards of $50k monthly
- Created and designed innovative forecasting model for our supply chain to predict peak claim volume on 100+ phone models, resulting in less "spot buys" and saving the captive on average $25k per month

COMPUTER SKILLS

R, SQL, Alteryx, Tableau, Python, DataRobot, JMP, SAS, SPSS Modeler, Microsoft Office

COMMITTES AND BOARDS

Advisory Board for the Professional Science Master's program in Predictive Analytics, *Austin Peay State University*
Board Member, *Speak 4 Silent Voices*