

Trent Hauck

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Work Experience

Alight Analytics alightanalytics.com

Aug. 2012 - Present

Data Analyst → Senior Marketing Analyst → Data Scientist

- Develop scalable architecture to support future growth in breadth of data sources as well as additional data volume.
 - Moved and maintain from legacy systems to AWS, reducing costs by 75% per month.
 - Based off business needs designed systems to allow additional data sources to be added with low marginal effort.
 - Improved client experience by improving speed of data access and accuracy of reporting.
- Lead reporting and analysis for clients including: Monsanto, AMC, and Cargill Beef.
 - Work with client to develop reports with Tableau according to analysis requirements.
 - Provide Google Analytics code according to tracking requirements. Implemented GA on around 50 websites to date.
 - Combine multiple disparate data sets including web analytics, operational data, and accounting records to build models of performance. Also, used those models to support analysis and provide recommendations on ways to increase performance.

Select Quote Senior selectquotesenior.com

Dec. 2011 - Aug. 2012

Media Analyst → Workflow Manager

- Performed data analysis from both financial and operations standpoint.
 - Developed prediction models for matching agents with leads they would most likely close based on lead and agent characteristics, as well as latent factors such as time of day.
 - Developed reports and the processes by which they are shared through the company - from C-level to the individual sales agents.
 - Modeled cross-channel marketing impact (e.g. a TV ad's impact on organic search).
 - Analyzed customer progression through sales funnel and made improvements to agents handling of funnel to increase the probability of a sale.
- Built the accounting database and surrounding processes for auditing and reconciling income to sales.
 - Combined domain knowledge of accounting with programming skills.
 - Managed international developer for out-sourced components.
 - Built accompanying report set to understand financial performance and drive marketing analysis.
- Managed online marketing - including analytics and development.
 - Managed PPC purchasing agency and supplied analysis to support purchasing efforts.
 - Coordinated A/B testing efforts between Designer and Web Development agency. Also interpreted results to decide experiment to push to production and decide what to test next.

Edge Hill Capital Partners edgehillcp.com

May 2011 - Aug. 2011

Summer Analyst

Worked on the following portfolio companies:

- Blue Finn Group (now Flat Iron Capital Partners)
- True Blue Interactive (now Answer Media and Allied Business Group)
- SelectQuote Senior

University of Kansas, Math & Accounting Department

Jan. 2009 - Dec. 2011

Teaching & Research Assistant

- Teaching Assistant for Calculus, Statistics, and Math Topics
- Collaborated on the FRAANK Project, an artificially intelligent SEC document parser from the EDGAR Database based on XBRL - carat.ku.edu

Publications

Instant Data Intensive Apps with pandas How-to

Published May 23, 2013

- Book written through Packt Publishing
- Recipe style book covering Pandas
- Goal is to build a web reporting tool with Pandas, Flask, and Bootstrap. Also includes short recipes covering Matplotlib, Sci-Kit Learn and Statsmodels.

Education

University of Kansas

Graduated Winter 2011

Master of Science, Finance

- Performed research on Support Vector Machines for stock market prediction.
- Graduate Courses in Machine Learning, Data Mining, Econometrics, Probability, and Statistics.

University of Kansas

Graduated Spring 2010

Bachelor of Science, Accountancy

- Studied Financial Accounting in accordance with GAAP.
- Elective courses in Linear Algebra, Vector Calculus, Statistics, Programming, and Digital Logic.

Technical Experience

- Occasional contributor to open source projects:
 - [Pandas](#)
 - [Statsmodels](#)
 - [Gloo](#) (personal project)
- Google Analytics certified - Score: 92/100
- 3.5 years using Python
 - 3 years using Pydata tools: Pandas, IPython, Statsmodels, etc.
 - 2 years using web tools: Django and Flask
- 3 years experience using R for statistical analysis
- 3.5 years writing SQL
 - 3.5 years writing TSQL
 - 1.0 year with Postgres
- 0.5 years Clojure
- 1.5 year using Tableau and Tableau Server (including administration)
- 3 years basic experience with HTML/CSS/JS
 - Building internal productivity tools
 - Parse cookies for data collection
- 2.5 years experience with AWS
 - EC2 for hosting servers and transient workloads
 - S3 for long term data storage
 - Redshift (including administration) for data storage and analysis
 - EMR for data analysis and munging unstructured data
 - OpsWorks for server setup
 - RDS for purely relational needs
- Extremely proficient with Excel

Presentations

- Analytics for Developers at [KC Developer Conference 2013](#) ([Slides](#))
- Introduction to Pandas at [Python KC User Group](#)
- Python for Data Science at [Data Science KC](#)
- Maslow's Hierarchy of Analytics, [Big Data KC](#)

Where I am on the web:

- trenthauck.com
- github.com/tshauck
- twitter.com/trent_hauck