XAVIER GENELIN

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EXPERIENCE

Mattress Firm — *Remote*
Data Scientist — **November 2021-July 2022**

- Built customer segments in **python** based on demographic data using **unsupervised models** to analyze customer habits and look for marketing opportunities
- Examined customer demographic data for a variety of marketing teams, working with stakeholders to develop a more data-driven strategy
- Investigated customer survey data in python with **NLP** to analyze feedback from various customer groups and determine opportunities for improvement
- Built an **XGBoost** model to classify customers based on previous transaction habits to aid in customer analysis with **82% accuracy**
- Analyzed the impact of economic stimulus packages on sales, **determining there was an increase**

NC State Baseball — *Remote*
Quantitative Analyst — **March 2021-June 2022**

- Built a report in **R** to analyze NC State pitchers to help optimize their performance and advise coaching staff, **helping the team to the 2021 College World Series semifinal and 0.632-win percentage in 2022**

Ashley Furniture Industries — *Arcadia, WI*
Business Intelligence Analyst/Data Analyst — **November 2019-November 2021**

- Automated manual processes writing **SQL** queries, **saving 45 hours per week**
- Built an app in **python** to optimize the process of diverting shipping containers, **saving 8 hours per week**
- Conducted a statistical analysis in **R** on new product sales and advertisement spending using a linear regression, determined ad spending had no impact on sales, **saving $300,000**

EDUCATION

North Carolina State University — *Raleigh, NC*
Master of Science, Statistics — **May 2022**

Xavier University — *Cincinnati, OH*
Bachelor of Science, Mathematics, concentration in Economics — **May 2018**

SKILLS

Programming languages: SQL (T-SQL, MySQL), R, Python, PyTorch, PySpark
Statistical Modeling: Classification, Regression, Clustering, Deep Learning (CNN, RNN), NLP
Tools: GCP, Jupyter Notebook, RStudio, Jupyter Lab, Google Colab

PROJECTS

NFL Win Prediction — Nov-Dec 2021

- An **R Shiny** app that allows a user to explore NFL game data from 2002-2014 seasons and fit different models (Logistic Regression, Classification Trees, and Random Forests) to predict the winners of a game

Emotion Detection — Dec 2021

- Create models (SVM, Bi-LSTM, BERT Transfer Learning) with **PyTorch** that detects the emotion behind a conversation using 25,000 prompts

Terrain Identification — Nov 2021

- Classify the type of terrain using **PyTorch** from a prosthetic limb based on accelerometer and gyroscope data using a CNN with **88% accuracy**

Alzheimer's Risk Factors — April 2022

- Identify risk factors associated with individuals identified with Alzheimer-onset dementia using **PySpark** and used classification models for prediction with **87% accuracy**