

Lauren Wilson

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Key Skills

- Data Mining & Feature Engineering in SQL, R, & Python
- Reporting in Excel, Power BI, R Shiny, Tableau
- Statistical Learning & Data Analysis
- Teamwork in Kanban, Agile, & SDLC methodologies
- Product & Outcome Analytics
- AWS Certified Cloud Practitioner
- Market Research, Customer Targeting, & Forecasting
- Growth Mindset

Recent Experience

Title: **Data Scientist I, Personalization** Company: Limeade Industry: EX Software 03/2022 — 01/2023

- Applied advanced SQL techniques to extract, manipulate, and analyze large datasets from multiple sources. Documented data elements, sharing tribal knowledge, and contributing to legacy documentation (**SQL, PySpark, Azure Data Lake, AWS RedShift, Data Dictionary**)
- Standing up public cloud architectures for small business owners utilizing cost and security best practices, presenting technical deliverables in a non-technical manner, and decreasing accounts receivable collection period by 85% (**Google Cloud Platform, IAM, Billing, Consulting, Client-Facing Requirements Gathering**)
- Led refactorization for 80% of productionized recommendation engine during migration to new cloud resource, resulting in ~25% reduction in cloud and labor costs. Developed, documented, and tested data pipelines to ensure data consistency and accuracy, implemented automated testing procedures, and optimized data pipeline performance to reduce overall processing time (**DBT, SQL, Python, GIT, Unit Testing, Airflow, APIs, Data Pipelines, Test Reports, Model Documentation**)
- Owned development and deployment for KPI dashboards to track progress of A/B experiments, resulting in a 75% reduction in bug detection time, collaborating directly with executive leadership to define metrics through iterations on a prototype (**Databricks SQL, Requirements Gathering, Corporate Presentations**)
- Identified an architectural bug causing a ~60% decrease in user engagement. Presented findings to stakeholders through reporting tools and Data Quality reports, leading to on-time analyses for a high value burnout feature (**Python, Databricks SQL, Cross-Functional Collaboration, Data Quality Reports, Project Triaging**)
- Conducted monthly A/B testing experiments and evaluated results using statistical methods, documenting findings in formal write-ups, and presenting to stakeholders on cross functional projects that helped increase key engagement metrics companywide (**Python, R, Hybrid Recommendation Engines, Predictive Modeling, ANOVA, Hypothesis Testing**)
- Developed AI model to predict levels of burnout in real-time based on survey results in connection with external APIs and internal company microservices (**Azure Blob Storage, Operations Research, APIs, Configuration Files**)

Title: **Data Analyst/Admin Assistant** Company: E-Controls Industry: Engineering 11/2021 — 03/2022

- Replaced pen and paper production audits with R Shiny app, resulting in 50% faster audit times and better management of incomplete audits (**R Shiny, Excel, R, Python, Google Cloud Applications**)

Title: **Data Analytics Tutor** Company: UTSA CPE Industry: Education 09/2021 — 11/2021

- Mentored groups of 6-11 students in CSE 6040x: Intro to Computing for Data Analysis, facilitating analytical problem-solving and improving overall academic performance. Expanded services to include private online sessions and recorded lectures, resulting in an average one letter grade improvement for all students and successful program completion (**Public Speaking, Python, SQL**)

Education

Master of Science in Data Analytics

Graduate: Aug 2021, 3.9+ GPA

Awarded UTSA Outstanding Non-Thesis Capstone Project Award 2021

Led 10+ member computer vision project to address local chain's stock-out issues via transfer deep learning model. Effectively managed work breakdown, scheduling, milestones, and project status updates to leadership. Received \$2K grant for model's outstanding performance and creative side-by-side video presentation of accuracy to better engage mixed-technical audience. Project's networking opportunities resulted in job offer from Limeade (**Project Management, Deep Learning, TensorFlow, PyTorch, YOLOV4**)

Bachelor of Business Administration in Management Information Systems

Graduate: Aug 2020, 3.0+ GPA

University of Texas at San Antonio, San Antonio, TX