

SAM OUIMET

Data Projects

Customer Churn Prediction

Predicted customer churn with a Telco company's product and customer data using most modern classification algorithms. Built a comprehensive dashboard with Tableau to present the findings in a simplified yet interactive format.

KPI Dashboard

Built a KPI dashboard in Tableau to display the sales and profit information from Tableau's Superstore dataset by year, product, location, and more. incorporated calculated fields, dashboard filters, geographic data, and various visualization types.

Customer Segmentation

Used a transaction level dataset from an actual UK-based online store to segment its customers based on purchasing behavior. The project contains EDA, customer level feature engineering, PCA for dimensionality reduction, KMeans for clustering, and Plotly for interactive visualizations.

Movie Script NLP and Recommender

Performed NLP and topic modeling on web scraped, full-length movie scripts for the purpose of visualizing story arcs and recommending movies based on script similarity.

COVID-19 Dashboard

Worked with the Johns Hopkins COVID-19 data source to build an interactive dashboard in Tableau that displays the growth of confirmed cases and deaths in worldwide geographic locations.

Experience

Metis

Data Scientist in Training

Jan. 2020 to Apr. 2020

New York, NY

Completed the only accredited (ACCET) data science bootcamp in the country, which focused on data analysis, machine learning, programming in multiple languages (Python, SQL, Bash), project design, and communication. During the course of the program, I completed five projects all of which heavily involved data wrangling and analysis, supervised or unsupervised algorithmic modeling, and an in-person presentation to peers.

Professional Development

Aug. 2019 to Jan. 2020

Completed various online educational programs and a self-made curriculum to sharpen my analytical toolset (Python, SQL, math). This involved such courses as Metis' 6-week online Python and Math for Data Science program, Coursera's Math for Data Science course taught by current Duke University instructors, DataCamp and HackerRank programs, and more among many hours of self-learning.

CoinDesk

Markets Analyst, Editor (September 2018 - June 2019)

May 2018 to June 2019

New York, New York

- Lead the CoinDesk Markets initiative with two colleagues under my supervision.
- Authored over 100 articles featuring my analysis and news coverage of the financial cryptocurrency markets, often created with a statistical approach and supported with data visualizations; achieved millions of pageviews.
- Frequently analyzed datasets of financial information and blockchain network activity while utilizing Excel, Datawrapper and the technical charting and trading strategy platform TradingView.
- Core creator and distributor of market analysis via social media; grew the CoinDesk Markets social following over 300 percent in one year (<10k to >30k followers).
- Accountable for creating, scheduling, editing and publishing CoinDesk's market analysis content.
- Contributed to and edited the CoinDesk Markets daily newsletter sent to 15-25k subscribers.
- Participated in senior meetings to assist in refining CoinDesk's editorial strategy and conducted interviews for future interns and the Markets Editor position.
- Leading role in a paid partnership with Stocktwits, the premier social media platform for investors, as its first cryptocurrency media partner.
- Featured in CoinDesk's podcasts and Twitch streams to share my view on the cryptocurrency markets.

Markets Analyst Intern (May 2018 - September 2018)

- Authored crypto-market centric educational material including "how-to guides" on financial trading strategies, interpreting price charts, statistical indicators, and more.
- Wrote market analysis and news articles that were digitally published to CoinDesk's growing audience.

FanDuel

Customer Support, Payment Specialist (6-month contract)

Oct. 2017 to Mar. 2018

New York, NY

- Provided support to all FanDuel users via ZenDesk, a high volume ticketing system, live chat and phone.
- Specialized in user payment solutions using processors such as PayPal Business, Braintree and Apple Pay. Assisted users with Know Your Customer (KYC) Verification and identified fraud situations.

Certifications

Tableau Desktop Specialist

Certified by Tableau

Certified Bitcoin Professional

Certified by the Cryptocurrency Certification Consortium (C4)

Contact

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Skills

LANGUAGES AND LIBRARIES

Python

SQL

Pandas

Scikit-learn

NumPy

Beautiful Soup

NLTK

MACHINE LEARNING

Regression

Classification

Clustering

NLP

VISUALIZATION

Tableau

Matplotlib

Plotly

Seaborn

DataWrapper

GENERAL

Business Acumen

Microsoft Office

Technical Analysis

Cryptocurrency

Writing

Wordpress

Education

Roger Williams University

B.S. Business Management 2017

Minor Electronic Business

Metis

Accelerated data science learning program in New York City (ACCET accredited). Completed April 2020.