Daniel Gemara

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SUMMARY OF QUALIFICATIONS

· Data Scientist of 5+ years in various industries such as education, finance, sports, and distribution

· Currently a Senior Data Scientist at Ingram Micro. I provide advanced analytics to contribute to our business partners' objectives by using R, Python, SQL, Scrapy and ElasticSearch

PROGRAMMING SKILLS

· **Languages**: R (tidyverse), SQL, Python   **Technologies**: GCP, AWS, Shiny, Scrapy

EXPERIENCE

- **Senior Data Scientist** Ingram Micro   **Toronto, Canada** *(Nov 2019 - Present)*
  · Implemented a new strategy project using ElasticSearch, Scrapy, Python and R for missing gap analysis, where customers advertised products on their websites that weren't being bought from Ingram Micro. By leveraging our business relationship with them, sales associates would be able to expand their customers' portfolios with Ingram Micro. This project combined scraping customer's websites using Scrapy in AWS and internal sales data to match specific products to target customers. This project was implemented in conjunction with the marketing team in North America, Europe, and Asia-Pacific for the Sales Enablement team.
  · Developed a look alike model in SQL and Python to determine the estimated total portfolio of each customer by using both internal and external (Dun and Bradstreet) data in order to determine the potential missing portfolio not currently captured at the company. These customers would be further evaluated to determine different business strategies, such as credit increases or updated marketing techniques. This model was done on a global scale, collaborating with the finance and marketing teams in the US, Canada, Australia, Germany and France. In Canada, there was a growth of $4.2M and a spend increase of 185% year over year in the US.
  · Worked on framework for propensity models using logistic regression to predict which customers would have the highest likelihood to purchase specific products in the next 30 days.

- **Educational Consultant**   **Toronto, Canada** *(September 2021 - Present)*
  · Designed and productionalized an application using R, Python, Shiny, BigQuery and Docker to target students' areas of weakness, facilitating focused learning and skill development.
  · Provided tutoring to 10+ students, leveraging technology to enhance learning outcomes. Developed curriculum and educational materials tailored to each student's needs, resulting in them placing first, second, and third overall across all of Canada in each of their age brackets.

- **Data Analytics Associate (Contract)** Toronto Blue Jays   **Toronto, Canada** *(April 2019 - Oct 2019)*
  · Created season ticket member retention model, calculating the probability of renewal for each member. Gathered, joined and cleaned data from different sources using SQL and R. The methodology was done using various machine learning techniques, and settled on Random Forest after testing for accuracy and log loss vs. logistic regression and XGBoost. The model had an AUC of 83%, an increase of 12% over the previous iteration of the model. Worked together with the sales team was able to create a strategic plan to determine who to target based on their probability of renewal.
  · Evaluated the revenue impact of promotions by developing metrics - such as exclusivity, early entry and lapsed returners - to determine if people are attending games for the promotions. Used XGBoost and Random Forest to determine the expectation for a specific game, with or without a promotion. Using the model, we were able to develop a working plan with the marketing team to optimize the revenue potential of the promotional calendar based on various factors while ensuring business constraints.

EDUCATION

- **University of Toronto**   **Toronto, Canada** *(January 2019)*
  · Master of Engineering in Industrial Engineering with an Emphasis in Analytics
  · Project: cuRling: The Next Stage of Curling Analytics using Image Analysis and Modeling

- **York University**   **Toronto, Canada** *(April 2017)*
  · Bachelor of Arts in Applied Mathematics (Honours, First Class)
  · Project: Moneypuck: Linear Programming and Hockey