# Alexa M. DiDio

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## EDUCATION

**University of California, Berkeley, CA**                                                               **Fall 2020**
Bachelor of Arts in Applied Mathematics
Applications in Data Science & Statistics

## SKILLS & CERTIFICATIONS

**Skills:** Cloud Computing, Data Mining, Database Structures & Algorithms, Data Visualization, ETL, Machine Learning, Statistical Analysis
**Technologies**: AWS SageMaker, Databricks, Julia, Power BI, Pyspark, Python, Snowflake, SQL, Tableau
**Libraries**: Auto-ARIMA, Facebook Prophet, Matplotlib, Numpy, Pandas, SARIMAX, SciKit-Learn, Scipy, Seaborn, XGBoost
**Certifications:** Databricks Certified Data Engineer Associate

## WORK EXPERIENCE

**Data Analyst**                                                                                        **2022 - Present**
*Tredence, Inc.*

METT - Email Targeting Team

- Worked in the data science team, consulting for a high profile hospitality client to generate propensity scores and personalized email targeting for various stay types and domains.
- Developed and deployed 20+ classification models using Pyspark and Python within AWS SageMaker, in conjunction with SQL queries in Snowflake.
- Increased the customer clickthrough rates by 60%, ultimately increasing revenue by 32% from previously used models.

Elite Forecasting / Enrollment Goal Setting

- Led the forecasting of end-of-year enrollment numbers for a hospitality rewards program to facilitate goal setting and guide strategic decisions for the subsequent year.
- Pulled necessary data from Snowflake SQL Database, & created optimized time series forecasting models for each rewards tier level, using algorithms in Python, such as Auto-ARIMA, SARIMAX, and Facebook Prophet.
- Consolidated train, test, validation & choosing process for 50+ model variations into a single streamlined function.
- Enabled data-driven decision-making by providing accurate forecasts, accounting for factors such as tier enrollment thresholds, COVID-19 business impact, and seasonality trends.

Co-Branded Credit Card Analyses

- Led comprehensive analyses of co-branded credit card programs for a prominent hospitality client, focusing on sales performance, travel patterns, and the impact on loyalty tiers.
- Utilized advanced data analysis techniques within the Snowflake data warehouse to extract, transform, and analyze large datasets, providing valuable insights into customer behavior and card usage.
- Conducted in-depth exploratory data analysis to identify trends, anomalies, and opportunities for improvement, contributing to the continuous enhancement of the co-branded credit card program.
- Presented findings and actionable insights to senior leadership, fostering data-driven decision-making and contributing to the development of targeted marketing initiatives.

## HIGHLIGHTED PROJECTS

Spam Email Classifier                                                                                        Fall 2020

- Developed a spam/ham email classifier to filter spam emails from any large email dataset using techniques such as Feature Engineering, Logistic Regression & Cross-Validation. Achieved testing accuracy of >90%.

Neural Network for Character Recognition                                                                   Spring 2020

- Implemented an artificial neural network for Optical Character Recognition (OCR) by employing a Multilayer Perceptron (MLP) with a single hidden layer.