

# BRITNEY SCOTT

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## EDUCATION

### UNIVERSITY OF ILLINOIS AT CHICAGO

*Master of Science in Business Analytics, GPA 4.0/4.0*

December 2020

- Coursework in database management, data mining, machine learning, data visualization, network analysis, and predictive modeling.

*Bachelor of Science in Statistics, GPA 3.91/4.0*

December 2019

*Bachelor of Science in Marketing, GPA 3.91/4.0*

December 2019

- Graduated Summa Cum Laude and with College Honors.
- Minor in Business Analytics.

## SKILLS

- R & R Markdown
- SQL
- Python
- Data Visualization
- SPSS
- Tableau
- Probability Theory
- Stata
- Predictive Modeling

## PROJECTS

- **Loan Default Identification:** Developed machine learning algorithms such as random forests and gradient descent to build a best model to predict which loans will default. Project required extensive data cleansing.
- **Yelp Review Sentiment Analysis:** Utilized several dictionaries to perform a sentiment analysis on text reviews and categorize as positive or negative. Performed stemming and lemmatization. Utilized star rating to determine accuracy of model classification.
- **Cluster Analysis of Soap Market:** Determined the best clustering method to segment the Indian soap market. Compared the performance of K-Means, K-Medoids, and Hierarchical. Improved performance by varying the input variables and utilizing the silhouette and elbow methods to determine optimal cluster numbers. Chose best model by sum of squared error.
- **Insurance Costs for Heart Disease Patients:** Used a regression analysis to predict claim costs for heart disease patients. Dataset required a box-cox transformation to meet regression assumptions. Stepwise regression used to determine most important model features.

## EXPERIENCE

### DATALOGICS, INC.

May 2018 – December 2018

*Marketing Intern*

- Researched new vertical markets for EdTech product line.
- Developed new marketing messaging to communicate tailored value to each market.
- Optimized AdWords through ad group, bid strategy and key work recommendations.

## ACTIVITIES

- Chicago R User Group (CRUG)
- R-Ladies Chicago