

# Ellissa Figone

Data Scientist

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## Details

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Charlotte, NC

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## Profile

I'm a data scientist with over 3 years of experience in data analysis, machine learning, and predictive modeling. I have a strong background in mathematics and statistics, and I am passionate about using data to drive business decisions and create meaningful insights. My work has been instrumental in creating more efficient systems, driving cost savings, and improving customer experiences. I have worked on projects involving predictive analytics, natural language processing, and big data analysis, and have created models to effectively identify customer trends and behaviors. I have also developed algorithms to automate certain processes, resulting in increased efficiency and cost savings. I am a motivated, self-starter with the ability to work both independently and collaboratively.

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## Employment History

### Data Scientist at SAS Institute, NC

Jan 2023 - Present

- Developed a predictive model using SAS to identify customer segments that had the highest propensity to purchase a specific product. This model improved sales by 22% and reduced customer acquisition costs by 17%.
- Automated statistical analysis processes using SAS, resulting in a 40% reduction in time spent on data analysis.
- Developed a web-based dashboard for tracking customer segmentation and campaign performance, which increased visibility into key metrics by 35%.
- Optimized customer segmentation strategies through data mining and predictive analytics, resulting in a 20% increase in average order value.

### Junior Data Scientist at Red Hat, Inc., NC

Aug 2020 - Dec 2022

- Developed an automated machine learning pipeline to detect anomalies in customer usage data, resulting in a 10% increase in customer satisfaction.
  - Conducted exploratory data analysis of customer usage data to uncover key insights, leading to the implementation of new strategies for optimizing customer experience.
  - Created a predictive analytics model to forecast customer usage trends with 80% accuracy, resulting in a 5% improvement in customer retention rates.
  - Utilized natural language processing techniques to segment customer feedback data into meaningful categories, enabling the team to better understand customer needs and improve customer service.
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## Education

### Master of Science in Data Science at Duke University, NC

Aug 2016 - May 2020