

# Brandon Martinez

Data Scientist

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I enjoy transforming the uncertainty in messy data into products that bring value to the lives of others by identifying interesting patterns and turning them into actionable insights. My background in sales and personal training give me an edge in making these insights easily digestible and influential to begin making immediate changes. Data science grants me the opportunity to address my insatiable curiosity through analysis and problem-solving while working toward a better society.

## TECHNICAL SKILLS

Python - SQL - Applied Statistics - Hypothesis Testing - NumPy - Pandas - SciPy - Sci-Kit Learn - Jupyter Notebook - Matplotlib - Seaborn - Spark - Tableau - Excel - Flask - Git - Machine Learning - Regression - Classification - Clustering - Time Series Analysis - Anomaly Detection - Natural Language Processing

## SOFT SKILLS

Adaptability - Written & Verbal Communication - Collaboration - Problem-Solving - Organization - Detail-Oriented - Project Management - Leadership - Customer Service - Sales

## PROFESSIONAL EXPERIENCE

**Order Selector** Nov 2019 - Jul 2020

HEB | San Antonio, TX

- Fulfilled product selection assignments in an accurate and timely manner in support of company goals.
- Communicated with fellow partners on the warehouse floor for an efficient and safe facility setting.
- Resolved issues proactively to ensure a productive team work environment.

**Assistant Fitness Manager** Jan 2019 - Sep 2019

LA Fitness | San Antonio, TX

- Managed a team of trainers to ensure client retention, safety, and progress.
- Negotiated and closed on personal training packages to meet monthly quota.
- Serviced current personal training clients and explained exercise science concepts simply.

**Personal Trainer** Apr 2017 - Jan 2019

Self-Employed | San Antonio, TX

- Managed spreadsheets to calculate percentage and category-based weights for exercises in a client's workout cycle.
- Developed scientifically sound exercise and nutrition based recommendations for optimal performance and recovery.
- Sold personal training packages and managed business through social media marketing and personal branding.

## EDUCATION

**Codeup** Jan 2021

Certificate of Completion

Fully-immersive, project-based 22-week Data Science career accelerator that provides students with 670+ hours of expert instruction in applied data science. Students develop expertise across the full data science pipeline (planning, acquisition, preparation, exploration, modeling, delivery), and become comfortable working with real, messy data to deliver actionable insights to diverse stakeholders

**University of Texas at San Antonio** Dec 2017

Bachelors of Science - Exercise Science

## DATA-DRIVEN PROJECTS

**Alamo Advise Model Analysis** Ongoing

Using Tableau, I explored student data from a community college to identify what factors are affecting the institution's advising team goal of 95% formal academic plan status. After visualizing the differences in active vs. non-active plans, I was able to identify that the biggest factor was that 79% of students without a formal plan didn't provide a description. Based on the data, my recommendation was to make it a requirement for new students to update their plans before classes start. The details of my report are displayed on various interactive dashboards on Tableau Public.

**Data Job Resume Booster** Ongoing

I am developing a machine learning product to classify jobs in the data field as: Data Scientist, Data Engineer, Data Analyst, or Machine Learning Engineer. I will create a list of common words and phrases from each job posting so that applicants like myself can utilize them in creating resumes and cover letters that stand out to potential employers. The next steps include data processing, statistical analysis, and incorporating natural language processing (NLP) to convert words to vectors for quantitative analysis. I will deliver a presentation of key insights, visualizations, and a sound model demonstrating my ability to solve complex problems.

**FitBit Time Series Forecasting** Feb 2021

This project entailed starting with unstructured data that I was able to clean and process to utilize in a time series analysis. Using Excel and Pandas, I was able to extract a clean 7 months of activity data based on an individual's FitBit stats. In my analysis, I was able to conclude that the individual was active mostly on the weekends and in the summer. The data also revealed that they were sedentary during the week on typical work days. I was able to generate a 30-day rolling average model that beat the baseline, the last observation, by 10%. Finally, I created a local CSV file with the predictions for the next two weeks of missing data.

**SpotiScry Song Popularity Drivers** Jan 2021

What makes a song a hit? Does danceability matter? My team and I built a dataset of nearly 6000 hip-hop songs using Spotify's API to determine what song features influence its popularity. Using exploratory data analysis and modeling, we were able to find interesting relationships and engineered feature combinations that seemed to correspond to a high popularity rating. Among 8 of the highest performing sub-genres, we were able to find 4 significant drivers in the southern hip-hop sub-genre. We also differentiated the top 5 positive and top 5 negative drivers of popularity with machine learning regression analysis.

**Github Repository Language Prediction** Nov 2020

My natural language processing project entailed an analysis of the readme text in various GitHub repositories. A partner and I had the objective to build a classification model to predict the primary programming language a repo was using based on the content within the readme. We identified distinct and common words among repositories that were written in Python or Javascript. We produced a Logistic Regression model using TF-IDF that predicted with 90% accuracy on over 300 unseen repositories.