Terrell Bishop

Dallas, TX · terrell.bishop@example.com · (214) 555-0109 · linkedin.com/in/example-terrell-bishop

My Key Qualifications

- **5 years in data science and analytics**, from experimentation at Favor Delivery (2021) through forecasting and segmentation at Sally Beauty Holdings.
- Cut weekly forecast **MAE by 11% versus the prior rules-based baseline** with SKU-store demand models for seasonal categories, built in Python and SQL on Snowflake.
- **Customer segmentation** with scikit-learn clustering on purchase frequency, category mix, and recency, lifting email click-through rate 1.8 percentage points in the first 2 segmented campaigns.
- Churn classification reaching **0.76 AUC** and improving win-back targeting precision from 0.21 to 0.33.
- **Snowflake** feature pipelines productionized with analytics engineering, standardizing SQL transformations and cutting analyst rework by 9 hours per week.
- **Tableau** dashboards tracking forecast accuracy (RMSE, MAE) and segment performance, cutting monthly model review prep from 6 hours to 2.

Experience

Data Scientist — **Sally Beauty Holdings**, a specialty beauty retailer and distributor

Mar 2023 – Present · 3 yrs 8 mos

- Built SKU-store demand forecasting models for seasonal beauty categories, reducing weekly forecast MAE by 11% versus the prior rules-based baseline by training and validating Python models on historical sales, promo, and calendar features sourced with SQL from Snowflake.
- Developed a customer segmentation model for e-commerce and loyalty audiences using scikit-learn clustering on purchase frequency, category mix, and recency features; the first 2 segmented campaigns increased email click-through rate by 1.8 percentage points.
- Designed and analyzed 5 promotion tests for digital offers and threshold discounts, defining test cells, validating event capture, and measuring lift with SQL-based experiment readouts and confidence intervals; identified 2 offers with positive incremental margin and stopped 1 underperforming test 10 days early.
- Created Tableau model monitoring dashboards tracking forecast accuracy (RMSE, MAE), campaign response, and feature refresh status, cutting monthly model review preparation from 6 hours to 2.
- Built a promotion-effectiveness dataset used across merchandising and finance, standardizing SQL transformations and partnering with analytics engineering to productionize curated features in Snowflake, reducing analyst rework by 9 hours per week.

Decision Scientist — **Favor Delivery**, a Texas-based delivery and e-commerce platform

Nov 2021 – Feb 2023 · 1 yr 3 mos

Sample resume made with Specific Resume · specificresume.com

- Built a churn classification model for first-order customers using scikit-learn on order cadence, delivery experience, and promotion history features, reaching 0.76 AUC in validation and lifting win-back targeting precision from 0.21 to 0.33.
- Analyzed 7 A/B tests on delivery fee messaging and cart incentives, defining success metrics, checking assignment balance, and summarizing lift and confidence intervals in SQL and Python; recommended changes that raised completed checkout rate by 2.4 percentage points in the winning variant.
- Built Tableau dashboards for acquisition, retention, and delivery-time KPIs, automating recurring queries and refreshes and cutting weekly stakeholder reporting prep by 5 hours.

Education

- **Texas A&M University** — Master of Science in Analytics · 2019 – 2021

Skills

- **Data Science & ML:** Python, pandas, scikit-learn, Forecasting, Customer Segmentation, Model Monitoring
- **Data & Analytics:** SQL, Snowflake, Tableau, A/B Testing, Jupyter Notebook, Git