

CHRIS BERGIN

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DATA SCIENTIST

- 7+ years of leveraging data to drive business success primarily on sales and marketing teams.
- Expertise in statistical modeling, Python, SQL, data analytics, and model deployment.
- Led team forecasting model year sales cycles to optimize sales strategies across annual cycles.
- Utilized logistic regression for increasing lead close rates, ARIMA time series modeling for market forecasts.
- NLP experience creating a document classification system.
- 1st place at SEDSI conference utilizing decision trees to predict GSU football attendance.

CORE COMPETENCIES

Predictive Modeling | Data Analytics | Forecasting | Data Visualization | Data Wrangling | Data Profiling | Model Deployment | Process Optimization | Project Management | Strategic Data Insights

EXPERIENCE

GENERAL MOTORS (Austin, TX)

June 2016 - June 2023

Data Scientist

Data steward driving strategic initiatives to empower the business to make profitable data-based decisions.

- Led the development of a Python application that reduced model year sales cycle forecasting time by 50%. Directly worked with marketing stakeholders to determine production schedules and marketing strategies.
- Increased lead close rate to 1/3 utilizing logistic regression and random forest models to determine which leads to prioritize; discovered segmentation to better understand customers.
- Forecasted product market share using ARIMA time series models; discovered valuable insights into market direction for planning and product incentivization.
- Enabled Incentive Optimization Project by curating many analytic datasets for regression modeling. Enriched source data with feature engineering.
- Developed and deployed Flask web applications for predictive models. Implemented security authentication with Azure AD.
- Collaborated with external vendors consulting on cross functional marketing projects.

TEXTRON INFORMATION SERVICES, CESSNA AIRCRAFT (Fort Worth, TX)

June 2015 - August 2015

Data Science Intern

Led an innovative statistical text mining NLP project. Developed support vector machine and KNN predictive models to automatically classify documents and reduce labor needs by 75%.

SOUTHEAST DECISION SCIENCES INSTITUTE CONFERENCE (Savannah, GA)

August 2014 - February 2015

Data Scientist

Utilized decision trees to discover factors that influence GSU football attendance for marketing purposes.

- Awarded 1st place in undergraduate research.

EDUCATION

Bachelor of Science (BS) in Information Technology (GPA: 4.0), Emphasis: Data Science & Data Analytics,
Georgia Southern University, Statesboro, GA

TECHNICAL PROFICIENCIES AND EXPERTISE

Python | SQL | Hadoop | Excel | Power BI | Tableau | Databricks | Spark | Azure DevOps | Jupyter Notebooks | AWS | GCP | SQL Server | Scikit-learn | APIs | Web Services | CI/CD