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Samuel Shaw

Professional Summary

PhD, data scientist and researcher with over a decade of expertise in quantitative and qualitative research methods, data processing and analysis. Aiming to leverage social science background - with proven skills in deriving and translating meaningful patterns in complex data - to solve business problems through data science and analytics.

Career Transition to Data Science

Data Science Professional Certification from *Data Science Infinity*
Dec, 2024

Project Portfolio * <https://sammyshaw.github.io>

- Customer Segmentation Analysis: *Are all customers the same, or do people shop for different reasons?* I trained a KNN machine learning model to predict customer segments based on the product areas they shop in with a 95% accuracy rate, thus allowing a hypothetical client - ABC Grocery - greater understanding of their customer base.
- Enhancing Targeting Accuracy: *What customers are likely to subscribe for a delivery service?* I tested, compared and trained machine learning classification models to predict which customers would sign up for a grocery delivery service with 93% accuracy, thus reducing a hypothetical client's - ABC Grocery - advertising costs, and increasing R.O.I.
- Predicting Customer Loyalty: *Which customers are most likely to shop with us vs. a competitor?* I tested and compared machine learning regression models for predictive accuracy - ultimately employing a Random Forest model to predict missing customer loyalty scores, thereby allowing a hypothetical client - ABC grocery - to more efficiently advertise and collect meaningful data from their customer base.
- Where do Artists Live?: The spatial patterns of creative producers is an interesting problem for culture industries, urban planners, and occupational sociologists. I draw from the most recently available (2022) American Community Survey (ACS) data - a large dataset of 18 million rows - to analyze location patterns of artistic occupations to update Creative Cities and Reputational Career Fields research.

✉ sclay.shaw@gmail.com

☎ (503) 998-1643

📍 Seattle, WA 98178

Websites, Portfolios, Profiles

- linkedin.com/in/samuel-shaw-sammy-shaw/
- <https://sammyshaw.github.io/>
- <https://github.com/SammyShaw>

Skills

Python | R | SQL | Tableau | SPSS |
ATLAS.ti | AWS | Statistical Modeling |
A/B Testing | Hypothesis Testing |
Machine Learning | Deep Learning | Data
Cleaning & Processing | Data
Visualization | End-to-end Research |
Survey Methods | Experimental Design |
UX research | Ethnography | In-depth
Interviews | Quantitative Methods |
Qualitative Methods | Sociology |
Economics | Urban Housing and
Development | Education | Business
Analytics

Education

Vanderbilt University

Nashville, TN

Ph.D.: Sociology

- Media Editor, *American Sociological Review*
- Deputy Editor, *Work & Occupations*

Work History

Eastside Preparatory School - Social Science Faculty

Kirkland, WA

08/2020 - 06/2024

- Pioneered social science curriculum to emphasize *science* including, reproducible research, data analysis, and hypothesis testing.
- Partnered with faculty on interdisciplinary projects that connected social sciences with real-world applications.

Seattle Waldorf School - Social Science Faculty

Seattle, WA

08/2019 - 07/2020

Vanderbilt University - Lecturer in American Studies

Nashville, TN

08/2014 - 05/2017

The Aspen Institute - Consultant Analyst/Researcher

New York, NY

03/2016 - 11/2016

- Collected and analyzed quantitative data and authored report in support of Senate Bill (S.977 – American Too Royalties Act) benefiting over 400 artist-endowed charitable organizations.

Curb Center for the Arts and Public Policy - Research Fellow/Lead Researcher

Nashville, TN

08/2013 - 07/2014

- Designed and conducted the Wedgewood-Houston Art District neighborhood study, identifying and interviewing over 20 community stakeholders
- Authored a policy paper to the benefit of 500 local community members and the greater city of Nashville, TN.

Vanderbilt University - Researcher

Nashville, TN

08/2006 - 07/2013

- Conducted 75+ in-depth interviews, 2 years of immersive ethnography, and drew from American Community Survey data to assess artists' career paths, urban development, and social impacts
- Identified funding opportunities, prepared and managed budgets for three successful research grant proposals
- Authored four peer-reviewed publications on the topics of urban development and cultural production.

Portland State University

Portland, OR

Master of Arts: Sociology

University of Oregon

Eugene, OR

Bachelor of Arts: Sociology

Certifications

Data Science Infinity

- Data Science Professional Certificate (Dec, 2024)

Google / Coursera

- Foundations of UX Design (July 2024)
- UX Design Process: Empathize, Define, Ideate (Aug 2024)

Johns Hopkins University / Coursera

- R Programming (2017)
- Getting and Cleaning Data (2017)
- Exploratory Data Analysis (2017)
- Reproducible Research (2017)
- Statistical Inference (2017)
- Regression Models (2017)