

STIJN ZWEEGERS

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EXPERIENCE

Data Science Fellow, Galvanize, San Francisco, CA

Nov 2016 - Feb 2017

800+ hours project-based curriculum emphasizing statistics, data processing and data visualization. Selected projects: Customer Life-Time Value Predictor (SQL, Python: Pandas, Numpy, Lifetimes, Matplotlib)

- Developed LTV predictor for an e-commerce company based on customer's buying behavior:
https://github.com/stijnzweegers/shop_or_drop
- Successfully applied the Beta-Geometric/ NBD model described by P. Fader et al. in "Counting Your Customers" and expanded with the Gamma-Gamma model
- Concluded that the results are a 36% MAE improvement to the traditional LTV and that the solution to this common business problem is widely applicable since only transaction data is required

Real-Time Fraud Detection Flask App (MongoDB, Flask, Python: Pandas, Scikit-learn, Matplotlib)

- Trained a fraud classifier for online ticket reseller with 93% F1 score
- Deployed real-time fraud prediction app with Flask

Business Analyst, CEVA Logistics, the Netherlands

Feb 2016 - Oct 2016

- Implemented a new KPI dashboard; designed the data-entry tool, supported the interface, identified KPI's, created automated reports in Hubble (real-time BI tool) and facilitated monthly reviews for the executive board to attend
- Conducted company-wide operational and financial analyses on large datasets, i.e. all warehousing sites (\$3.6m annual revenue)
- Initiated several ETL database cleaning projects globally
- Led several end-to-end cross-functional analytics projects, such as churn, renewal and external market analyses
- Designed the blueprint for CEVA's Contract Logistics operations; restructured the data and set up new cost allocations

Analyst, CEVA Logistics, the Netherlands

Apr 2014 - Feb 2016

- Implemented the global capital expenditure tool and used the data for an analytical project recommending a new approval threshold that improved agile decision making and reduced the workload for the executive board
- Created monthly presentations, which the CEO and CFO presented to CEVA's shareholders. Firm grasp of the company's financial situation, the business drivers and company outlook
- Answered unstructured ad hoc business questions for the CFO in an insightful and story telling presentation
- Conducted a company-wide Excel training, which is now mandatory to complete for all new (level 1) CEVA employees

Product Cost Controller, Unilever, the Netherlands

Mar 2013 - Mar 2014

- Improved the internal transfer price process (accuracy and speed) by automation, resulting in 20% FTE reduction
- Controlled the accuracy of Unilever's global intercompany transfer prices

Founder, LEDs Light Up, the Netherlands

Jan 2012 - Feb 2013

- Founder and CEO of LEDs Light Up; a consumer-facing LED design website
- Partnered with web-developer and designed an interactive website that allowed customers to see their custom designed product

EDUCATION

Master of Science in Economics (Finance), University of Amsterdam, the Netherlands

- Thesis: impact of capital structure on firm value during the financial crisis, used panel data and a fixed effect regression model

Bachelor of Science in Business Economics (Finance), University of Amsterdam, the Netherlands

- Minor Entrepreneurship

TECHNICAL SKILLS

Programming: SQL, Python

Statistics: Data mining, classification, regression, A/B testing, clustering, dimensionality reduction

Database: PostgreSQL, MongoDB, basic understanding of big data computing: Hadoop and Spark

Software: SAP ERP and several BI tools such as QlikView (similar to Tableau) and Hubble

PROFESSIONAL DEVELOPMENT

Machine Learning, Stanford University (Coursera), Andrew Ng

Statistical Learning, Stanford University (Lagunita), Trevor Hastie & Rob Tibshirani

Intro to Computer Science, Udacity, David Evans

Intro to Relational Databases (SQL), Udacity, Karl Krueger