

Alex Wilkes. Data Scientist.

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Summary

I have just finished completing my MSc in Data Science at Kings College London in which I achieved a distinction with an average mark of 86%. I am now seeking a data science role in industry. I am fluent in Python and experienced in machine learning, data mining and visualisation. I am currently working at Virgin Group Loyalty Company, designing a brand new data-driven loyalty platform.

Key Skills

Skills: Data Science, Machine Learning, Data Mining, Artificial Intelligence, Visualisation.

Technical: Python, R, SQL, scikit-learn, Keras, TensorFlow, matplotlib, seaborn.

Education and Qualifications

Kings College London. MSc Data Science 2019. Distinction.

Modules: Artificial Intelligence (92). Multi-Agent Systems (79). Big Data Technologies (87). Python for Data Science (88). Databases (82). Data Mining (92). Machine Learning (89). Simulation and Visualisation (92).

Thesis: "Predicting Tips in the New York Taxi Market." Comparing supervised learning techniques, both classification and regression, using neural networks and random forests to model tipping behaviours in the New York taxi dataset (85).

Cambridge University. BA Economics 2008. 2.i

Experience

Virgin Group Loyalty Company Marketing Operations Analyst (Contractor) Jun 19 - Present	<p>Virgin are creating a new loyalty proposition spanning the Virgin companies. I am supporting the design of their data-driven marketing platform that targets content to individual users. My role mixes data science and business analysis. I design the processes and mechanisms that augment the automated marketing platforms in order to give Virgin's marketing teams oversight and control of the automated campaigns.</p> <p>This role was part-time whilst completing my MSc and more recently became full time.</p>
Driver & Vehicle Standards Agency Lead Business Analyst (Contractor with Kainos Consulting) Nov 17 - Sep 18	<p>Working with Kainos consulting, I developed a new proposition to transform the MOT test from a physical inspection to an electronic inspection in which data is gathered directly from the vehicle and testing equipment in the garage.</p> <ul style="list-style-type: none">Analysed the data that can be accessed by connecting to vehicles and garage equipment in order to automate decisions on whether a vehicle should pass its MOT.Built a proof of concept, overseeing a team of three developers, user experience specialists and an external garage equipment manufacturer showing how a modern, data-driven MOT test should work.

<p>BAE Systems Applied Intelligence</p> <p>Principal Consultant</p> <p>Sep 14 - Nov 17</p>	<p>I was BAE AI's principal consultant on BAE's Transport for London account where I was responsible for developing new features on TfL's website and data platforms. In this role I lead teams of business analysts, data scientists and service designers.</p> <ul style="list-style-type: none"> • Worked with the organisations who use TfL's data as well as internal stakeholders to identify, explore and prioritise data requirements. I was also embedded within the scrum teams to deliver new features. • Scoped, refined and delivered high profile improvements to the data used by people with disabilities travelling in London. • Lead business analysis on TfL's public website personalisation project, introducing new features that personalised the website experience to specific transport options for each user. • Led an initiative within TfL to develop their data platforms so they could be used by other transport authorities. • Designed interactive graphs and maps for TfL's 'WebCAT' tool which is a data visualisation product used by urban planners.
<p>RBS Group, Lloyds Banking Group, Tesco Bank</p> <p>Lead Business Analyst (Contractor)</p> <p>Oct 10 - May 14</p>	<p>Between October 2010 and May 2014, I was a lead business analyst in the UK retail banking sector working on several contracts. More detail on specific contracts available on request.</p>
<p>Accenture</p> <p>Analyst</p> <p>Aug 08 - Oct 10</p>	<p>I completed the Accenture graduate scheme where I developed analysis skills and wider consulting skills across a number of their clients.</p>

Other

Github: <http://www.github.com/alexwilkes>

Website: <http://www.alexwilkes.com>

Certified Scrummaster