

Marcus Lee

DATA SCIENTIST

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PROFESSIONAL SUMMARY

Data scientist with 5 years turning messy data into production models and clear business decisions. Strong in Python, SQL and machine learning, with a track record of shipping models that move revenue and retention metrics.

TECHNICAL SKILLS

Languages: Python, SQL, R

ML & Stats: scikit-learn, XGBoost, PyTorch, A/B Testing, Forecasting

Data: Pandas, Spark, dbt, Snowflake, Airflow

EXPERIENCE

Data Scientist

Apr 2021 – Present

Lakeside Retail Group — Chicago, IL

- Built an XGBoost churn model (AUC 0.88) that flagged at-risk customers and informed retention campaigns, reducing monthly churn by 18%.
- Designed and analyzed 30+ A/B tests for pricing and promotions, contributing an estimated \$2.4M in incremental annual revenue.
- Developed a demand-forecasting pipeline in Python and Airflow, cutting stockouts by 22% across 140 stores.
- Partnered with engineering to deploy models behind a REST API with monitoring, reducing prediction latency to under 100ms.

Data Analyst

Jul 2019 – Mar 2021

Civic Insights — Chicago, IL

- Automated weekly reporting in SQL and Python, saving the analytics team ~10 hours per week.
- Built customer segmentation with k-means that improved email campaign click-through rate by 27%.

PROJECTS

Transit Delay Predictor

Python, scikit-learn

- Published a model predicting bus delays within ± 3 minutes using open transit data; featured in a local civic-tech showcase.

EDUCATION

M.S. in Statistics

2019

University of Illinois at Chicago — Chicago, IL

B.S. in Mathematics

2017

University of Illinois at Chicago — Chicago, IL