



# Isabella Chen

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## Data Scientist Specializing in Predictive Modeling and Business Intelligence

A dynamic data scientist with 10 years of experience using data to uncover trends, build predictive models, and drive strategic decisions. Skilled in statistical analysis, machine learning (ML), and data visualization. Proven track record of delivering insights that increased efficiency, reduced cost, and improved user outcomes across fast-paced environments.

## Professional Experience

### Data Scientist

BrightSignal Analytics, New York, NY | March 2020 - Present

- Built ML models to predict customer churn, increasing retention by 18% and saving \$250,000 in annual revenue
- Developed natural language processing (NLP) model to analyze user feedback, improving feature prioritization and reducing support tickets by 30%
- Created dynamic dashboards in Tableau for executive reporting, cutting manual analysis time by 60%

### Data Analyst

Skygrid Ventures, Jersey City, NJ | June 2014 - February 2020

- Conducted pricing optimization analysis that increased quarterly revenue by \$400,000 across three product lines
- Automated data pipelines using Python and SQL, reducing report generation time from hours to minutes
- Ran market segmentation analysis to support targeted marketing campaigns, improving click-through rate by 22%

## Key Skills

- Data visualization (Tableau, Power BI)
- Deep learning
- ML algorithms
- NLP
- Predictive modeling
- Programming (Python, R, SQL)

## Education

### Master of Science (M.S.) Data Science

Columbia University, New York, NY | December 2017

### Bachelor of Science (B.S.) Applied Mathematics

University of California, Los Angeles, Los Angeles, CA | May 2014

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## Certifications

### **Google Cloud Professional Data Engineer**

| June 2018

### **IBM Data Science Professional Certificate**

| September 2014