

BRAEDEN ALFORD

Data Scientist with a background in Mathematics with experience in Python, SQL, and R, as well as a keen interest in Sports Analytics and Modelling.

CONTACT

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SKILLS

Programming

- Python
- SQL
- R
- JavaScript
- HTML/CSS

Software & Tools

- Machine Learning
(e.g. XGBoost, k-means, MLFlow, hyperopt, ...)
- Data Visualisation
(e.g. PowerBI, RShiny, D3, Tableau, ...)
- Data Processing/Analysis
(e.g. numpy, scipy, pandas, scikit, NLTK, ...)
- Big Data Processing
(Primarily using PySpark)

PROJECTS

- Built customer value models for both the Australian and Canadian business, based on various features to aid in early identification of client value, especially those of high value, in which we can then manage accordingly.

- Tasked with building out our array of models for our Canadian branch, which included predictive models for customer behaviour, as well as customer churn. These are used as the basis for a variety of marketing uses, other analytical tools, as well as customer segmentation. This project also included building out a k-means clustering model.

- Capstone University project in which we designed and created multiple interactive features focused on helping newly immigrated people feel more connected to their community. A range of tools were used such as D3, JavaScript, and Python, as well as various other data wrangling, cleaning, and analysis steps.

WORK HISTORY

📅 09/2022 - Present
📍 PointsBet

Data Scientist

- Primarily working within the marketing team to make data-driven decisions, especially with promotional material.
- Build customer-centric machine learning models based around various business goals, and KPIs.
- Manage our suite of models throughout their life cycle, as well as exploring potential performance improvements.
- Deal with Ad-Hoc queries, and requests from various teams within the business.
- Manage various stakeholder expectations using data, as well as forecasting various key metrics and costs.
- Aid in getting new members of the team up to speed with our database, model workflows, and data processes.

📅 10/2018 - 09/2022
📍 Yes Optus Digital World

Sales Consultant

- Meet and exceed monthly sales KPIs.
- Maintain excellent customer service to provide an easy resolution for all Optus users.
- Positively influence the strong team culture within each store.
- Properly communicate your ideas with customers surrounding issue and conflict resolution.

📅 02/2022 - 09/2022
📍 Monash University

Teaching Associate (Mathematics)

- Help students throughout their weekly applied classes.
- Mark assessments for students with insightful feedback.
- Coordinate with Lecturers and Chief Examiner on concepts in which students are struggling.

EDUCATION

📅 01/2016 - 06/2020
📍 Monash University, Victoria

Bachelor of Science (Mathematics)

📅 11/2020 - 07/2022
📍 Monash University, Victoria

Masters of Data Science (2nd Class Honours)

GENERAL SKILLS

- Data Visualisation
- Data Analytics
- Machine Learning
- Statistics
- Data Wrangling
- Big Data Processing
- Databases
- Modelling

REFERENCES

Available on request.