



Ricca Gardner

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Research and Data Science Professional with success utilizing data to build pragmatic, scalable, and statistically accurate solutions for dynamic data and business requirements. Strengths include defining problem statements, collecting data, building and maintaining data driven optimization models and presenting recommendations to cross functional stakeholders. A reputation for performing data extractions and analysis while working in a fast paced, deadline driven environment.



EDUCATION

Johns Hopkins Whiting School of Engineering, Baltimore, MD

M.S. Data Science

2021

California State University, Long Beach, Long Beach, CA

M.A. Neuroscience

2010

California State University, Long Beach Long Beach, CA

B.A. Psychology

2007



TECHNOLOGY SKILLS

R, Python, SQL, Tableau, QlikView, Adobe Photoshop, Matlab, SPSS, Statistical Modeling, Optimization, Data Visualization, Bayesian Decision Making, Machine Learning, Distributed Database Systems, Trend Analysis



VOLUNTEER EXPERIENCE



Volunteer, Beaufort, SC

Data Science, Analytics Consultant

Perform analysis and deliver data science solutions for clients.

Client: Sirius Natural Pet Foods

March 2021 - Present

- Design and deploy analytics for this pet food company's Shopify eCommerce store providing food for healthy animals.
- Design the website and Shopify storefront, and create an inventory optimization model by matching store inventory with actual needs to reduce requirements for storage space.
- Use a single, global forecast to predict each product as a weighted KPI with weekly updates and monthly forecasts for the store owner.
- Create a bin-packing algorithm to optimize box size selection that improves space efficiencies, decreases costs from wasted box space and lowers shipping costs.
- Increase total sales 617%, yield returning customer rate 100%, increased average order value 139%, increased total orders 200%

Client: The Complete Student, a nonprofit education institution.

January 2021 - Present

- Deliver predictive modeling and prescriptive analytics including optimization modeling and decision models to quantify new opportunities, identify upcoming challenges that ultimately increase revenue by 3% for the 2021-2022 school year.
- Use descriptive and diagnostic analytics including descriptive statistics, correlations, clusters, and trends to evaluate revenue, expenditures, to solidify the company's value proposition.
- Research industry standards, use descriptive analysis to identify KPIs for financial operations; faculty salary, experience, and workload; admissions, tuition; academics; student experience; and marketing.
- Apply scenario modeling, simulation with deviation analysis and create a strategic plan to increase student enrollment by 2% and the financial aid budget by \$40,000.
- Create a dashboard comprised of research and data from competitive schools to benchmark success against peers and improve executive decision making, policy development, and strategic planning.
- Collect data and build a data model for fundraising and marketing strategies which help to reach a goal of \$100,000 to build a new Art Center.

Client: Breakwater Restaurant, a popular dining destination.

December 2018 - May 2019

- Performed analysis of five years of data and used Python to integrate historical data finance and POS-generated sales data. Conducted descriptive and diagnostic analyses, built predictive models and conducted prescriptive analyses that improved trend analysis for food and supply needs, staffing and menu planning.
- Created interactive visualizations based on key metrics, enabling executive chefs and owners to identify seasonal trends, identify customer types, target preferred meals and payment options, track inventory, reduce wasted food, predict and reduce waiting time, and analyze employee performance.

PROFESSIONAL EXPERIENCE



Beaufort Memorial Hospital,

Beaufort, SC | December 2014-Present

Data Science Program Coordinator, Senior Wellness Coach

Fulfill a need for the Wellness Center to identify trends and patterns required to improve operating efficiencies for this nonprofit healthcare facility.

- Use R coding for statistical computing and data mining for data analysis.
- Build an Executive dashboard and implement trend analysis for C-suite and Department Directors to identify trends in departments including finance, primary care, and intensive care.
- Use analytics to assess client needs, set goals, and facilitate each client's progress to reach their goals.
- Perform fitness and health assessments combined with behavioral and motivational interviewing techniques to develop exercise recommendations.
- Results improve client mobility, stability, strength, endurance, power, technique, and performance.
- Leverage experience and knowledge of statistics and neuroscience to help implement training programs and exercise instructions for special needs populations.
- Apply behavioral analytics to analyze frequency, duration, and latency of high-risk behavior and apply linear regression analysis to identify limiting factors for strategic planning and setting client goals.
- Analyze results of statistical reports and identify areas to enhance programs and growth.
- Within the first year of employment contributed to a 48.9% increase in group fitness attendance and a 114.5% increase in training services revenue.
- During the second year of employment contributed to a 34.70% increase in group fitness attendance and 114.51% increase in training services revenue.

John Garey Fitness & Pilates,

Long Beach, CA | September 2011-May 2014

Fitness Instructor

Taught group fitness classes and provided personal training using multiple fitness modalities including Reformer, Pilates Mat, Chair, Cadillac, Ballet Barre, ZENGA, TRX, Spinning, High Intensity Interval Training, Rowing, Circuit Training, heated and non-heated yoga.

- Planned, developed, organized, and instructed specialty workshops and managed front desk services including sales, billing, membership, and class registration.
- Coordinated community and private events for promotional and educational purposes.
- Performed at events utilizing dance, hand-balancing, aerial arts, and gymnastics skills.
- Educated children about fitness through interactive demonstrations and performances designed to develop youth agility, coordination, balance, and imagination.

California State University, Long Beach,

Long Beach CA | January 2011- December 2011

Statistics Lecturer

Taught in the psychology and sociology departments in the College of Liberal Arts.

- Prepared and delivered weekly lectures and conducted biweekly laboratory sessions.
- Started innovative teaching strategies, new curricula, and mentored and evaluated students.

California State University, Long Beach,

Long Beach CA | January 2006-December 2011

Neuroscience Lab Manager, Research Assistant

Worked with the Primary Investigator and Professor and collaborated with primary investigators and student researchers at Bowdoin, Maine for laboratory and field-based research projects.

- Ensured that statistical and data management reports were generated in a timely manner.
- Collected and archived data from experiments, interpreted complex data, executed and supervised data analysis and presented findings to a multiple stakeholders.
- Developed, documented, and implemented procedures for research projects and experiments.
- Created financial and statistical reports, performed analysis and recommended spending activities.