

NICHOLAS J NORTON MBA, MSDA

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EDUCATION

University Of Missouri	May 2022
<i>Master of Science in Data Science and Analytics</i>	
American University, Kogod School of Business	May 2020
<i>Master of Business Administration</i>	
Drury University	May 2012
<i>Bachelor of Arts, American Government and Politics</i>	

TECHNICAL SKILLS

- Language Proficiency – SQL , R, & Python
- Platform Proficiency – AWS, Github, Tableau, RStudio, PowerBI, OptiSlot, Looker, Excel, Salesforce
- Certifications – Google Data Analytics (Certification link [here](#))

PROJECT WORK

To Ski or Not To Ski - Link to RShiny Dashboard [here](#)

An analysis of traffic, weather, and hotel data to find the best time to go skiing in Colorado and to predict hotel occupancy rates using Random Forests ML.

- Skills & Tools: Python, Pandas, Random Forest ML, Mysql, ggplot, numpy, RShiny

NYC Airbnb - Link to project [here](#)

An analysis which provides useful insights for those seeking to purchase property in New York City as an investment via Airbnb.

- Skills & Tools: R, ggplot2, Google Maps API

WORK EXPERIENCE

O'Reilly Auto Parts – Springfield, Missouri

Data Scientist I Sep 2022 – Present

- Managed data integration and feature engineering from 60+ sources, enhancing assortment planning.
- Reduced process runtime from 21 hours to 5 minutes (99.52% reduction) by transitioning from Excel to Python.
- Applied Classification and ARIMA models for sales predictions and demand forecasting in stores.
- Presented data-driven strategies to stakeholders and C-suite executives, clearly communicating complex ideas and reduced OPX through visualization dashboards in Domo.
- Led the migration of the process to Google Cloud Platform, leveraging BigQuery, Vertex AI Workbench, Cloud Functions, and Cloud Storage Buckets for automation and enhanced efficiency.

Data Analyst Sep 2021 – Sep 2022

- Creating and maintaining excel dashboards and adhoc reporting for use in executive decision making and day to day warehouse tasks using SQL.

Thinkful – Denver, Colorado

Admission Advisor July 2019 – March 2020

- Created, evaluated, implemented, and owned processes within a startup environment.

2U - Denver, Colorado

Sr. Admissions Counselor July 2016 – Jan 2019

- Collaborated with management to analyze prospect data through Salesforce and Tableau and identify areas of opportunity to ensure team success.