ISAAC REVETTE

(806) 367-4802 | Isaac.Revette@gmail.com | https://www.linkedin.com/in/IsaacRevette

EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY — May 2020
Master of Science in Business Analytics | Current GPA: 3.77
Concentration: Pricing Analytics
Merit Scholarship Recipient

University of North Texas – Denton, TX — December 2018
Bachelor of Business Administration | GPA: 3.75
Concentration: Economics
Marketing Officer – Economics Club; Graduated Cum Laude

PROFESSIONAL EXPERIENCE

PeopleFun (AppLovin) – Dallas-Fort Worth, TX — Aug 2020 – Present
Game Data Analyst
- Designing, managing, and analyzing new feature A/B tests to maximize player engagement and monetization resulting in new user LTV lifts of up to 5%.
- Performing ad hoc analysis and product management of live ops events lifting ARPDAUs 20% for mobile games with over 3 million monthly active users.
- Utilizing SQL, Excel, and Tableau to develop and present actionable insights for a diverse audience composed of engineers, product owners, and executives.

Laddex, Ltd.– Amarillo, TX — March 2019 – July 2019
Consulting Intern
- Initiated two business project proposals utilizing prior year data and current industry trends to then design and present relevant business plans to company leaders with potential annual revenue increases of 20%.
- Developed a situational analysis regarding new market entrants in order to identify significant opportunities surrounding helium extraction and transportation by recognizing inefficiencies in supply chain operations.

University of North Texas Dept of Economics – Denton, TX — January 2018 – May 2019
Teaching Assistant
- Spearheaded the creation of smaller student groups to enable further understanding of complex economic theory through design of supplemental learning activities and practical application, raising average exam grades by 8 points.
- Implemented an effectual course evaluation process to successfully aid professor in reducing workload by 5 hours a week.

ANALYTICS PROJECTS (Portfolio URL: https://ihr0008.github.io/)

Seneca Park Zoo Practicum – Rochester, NY — February 2020
Project Manager
- Leading a team to visualize descriptive analytics denoting ongoing conservationist campaigns to increase donations.
- Learning from prior tree-planting efforts through IXO's Blockchain based platform and PostgreSQL queries to improve operations.

Iron Mountain-Pricefx Case Competition– Rochester, NY — February 2020
Winner - 3rd Place Prize
- Utilized R and Tableau to clean, analyze, and visualize over 6.8 million real-world Iron Mountain transactions in order to convey insights regarding company pricing strategies.

ASSETS & INTERESTS

- **Skillset:** Python (Scikit-learn, Pandas, Tensorflow, Keras, PyTorch, Dash), R (Tidyverse, Caret, ggplot), ArcGIS, PostgreSQL/Snowflake SQL, Spark, Neo4j, Hadoop, Tableau, Looker, Docker, Microsoft Office.
- **Topics:** Product Management, Natural Language Processing, Machine Learning (Bayesian, SVM, K-means, Neural Network, Random Forest), Discrete Choice Modeling. Database Design & Management, Data Visualization, Cluster Analysis
- **Competitions:** DFW Association of Business Economics Research Paper Competition Finalist; UNT College of Business Fall 2018 Business Case Competition Finalist.
- **Community Service:** FWB Community Charity Organization Volunteer; Rochester Animal Shelter Volunteer.
- **Hobbies:** Master baker, avid rock climber, enthusiastic reader