

Anthony A. Inzinna

Data Scientist | Behavioral Intelligence

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PROFESSIONAL SUMMARY

M.S. Data Scientist (4.0 GPA) specializing in behavioral intelligence and predictive modeling with a strategic background in digital marketing and operations. Expert in applying Python and statistical modeling to solve high-stakes business problems - from identifying employee attrition to optimizing web traffic. Proven ability to architect end-to-end analytics pipelines that translate raw behavioral data (SQL/BigQuery) into actionable strategy using Tableau and Looker Studio.

TECHNICAL SKILLS

- **Modeling & Stats:** Python (Pandas, Scikit-learn, Statsmodels), XGBoost, SHAP, Prophet, A/B testing, hypothesis testing, regression, clustering.
- **Data Engineering:** SQL (BigQuery, PostgreSQL), data cleaning, pipeline automation.
- **Visualization:** Looker Studio, Tableau, Power BI, Excel (Advanced Pivot Tables), Matplotlib, ggplot2, Shiny.
- **Marketing Tech:** Google Analytics 4 (GA4), attribution modeling, CRM management, funnel analysis.

DATA SCIENCE PROJECTS

Retail Intelligence: Predictive Behavioral Segmentation | *Python, K-Means, Logistic Regression*

- Engineered an end-to-end pipeline to segment 500k+ transaction records into behavioral cohorts using RFM analysis and K-means Clustering.
- Developed a predictive model to identify high-value "Whale" customers, achieving 72% Recall for targeted retention strategies.
- Visualized lifetime value (LTV) projections in a dashboard to prioritize marketing spend toward high-growth segments.

Portfolio Analytics Pipeline | *GA4, BigQuery, SQL, Looker Studio*

- Engineered an automated data pipeline extracting raw event logs from Google Analytics 4 into BigQuery.
- Wrote complex SQL queries to clean data, filter bot traffic, and identify high-value visitors (e.g., recruiters from tech hubs).
- Designed a Looker Studio dashboard to visualize user journeys, differentiating between "Scanners" and "Deep Readers" to optimize site content.

Employee Attrition & Retention Model | *Python, XGBoost, SHAP*

- Developed a predictive model to identify employees at risk of leaving, achieving higher accuracy by evolving from logistic regression to XGBoost.
- Implemented SHAP (SHapley Additive exPlanations) values to explain the specific drivers behind individual risk flags, such as overtime hours and tenure.
- Demonstrated how operational teams could use these insights to intervene proactively and reduce turnover costs.

Behavioral Impact Analysis: A/B Test Assessment | *Python, Causal Inference*

- Analyzed experimental data to determine the causal effect of a marketing intervention on user conversion rates.
- Conducted statistical significance testing (t-tests/chi-square) to ensure results were not due to random chance.
- Delivered a final recommendation report focusing on "Practical Significance" vs. just "Statistical Significance" to guide business strategy.

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst | *RE/MAX Coastal Properties*

- Leveraged Google Analytics to track website user behavior, optimizing landing pages to increase lead capture efficiency.
- Analyzed campaign performance across Facebook Business Suite, delivering weekly data reports that directly influenced ad spend allocation.
- Managed CRM data integrity, ensuring accurate tracking of customer interactions and sales KPIs for the realtor team.

Operations Manager | *Inzinna Properties*

- Oversaw financial data and revenue cycles, ensuring accuracy in reporting and data integrity for property interests.
- Used historical data to identify trends and improve overall workflow efficiency.

Inventory Manager | *Trulieve*

- Maintained 100% inventory accuracy through auditing and Excel-based tracking systems.
- Led process improvement initiatives that streamlined warehouse operations and automated compliance reporting.

EDUCATION

Master of Science in Data Science *Belhaven University* | *April 2026* | *GPA: 4.0*

Bachelor of Arts in Psychology *University of Mississippi* | *2017*