

Clare Garberg

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Summary

Accomplished data science and consulting professional, with 5+ years of experience in data analysis and data visualization practices. Fascinated with advanced analytics techniques and passionate about helping organizations find strategic, actionable meaning in their data.

Education

GEORGETOWN UNIVERSITY

M. S., Data Science and Analytics

Cumulative GPA: 4.0

Activities/Societies: Teaching Assistant (TA) for ANLY 501 Data Science and Analytics, TA in the Graduate Student Writing Center, Member of the Washington Statistical Society

Selected Coursework: Neural Networks, Natural Language Processing (NLP), Machine Learning (ML), Time Series, Big Data

WASHINGTON, DC

December 2022

TULANE UNIVERSITY

B. S., Double major in Mathematics and Economics

Semester Abroad Program at The University of Sydney, Australia

Selected Coursework: Calculus, Linear Algebra, Econometrics, Real Analysis, Combinatorics, Computer Science

NEW ORLEANS, LA

May 2016

Highlighted Projects And Technical Skills

Twitter Hate-Speech Detection

- Built and tested various machine learning models including Random Forest, Naïve Bayes, SVM, as well as a BERT model in Python to predict hate-speech on Twitter. Achieved a test accuracy of 87%.

Reddit Business Insights Extraction

- Extracted valuable business insights for the brand Glossier from Reddit data with NLP and ML techniques using Spark in Azure Databricks. Conducted sentiment analysis as well as topic modeling with LDA to inform future product strategy. Incorporated external data (Google search and Covid data) to determine if sentiment can be predicted.

Financial Analysis with Deep Learning

- Conducted deep learning analysis with Keras Tensorflow in Python of financial data using RNN, LSTM, and GRU neural network models to model and predict the increasingly volatile stock prices of major healthcare firms. Achieved a test error of 0.06.

Technical Skills: Python, R, SQL, Java, HTML, YAML, Unix, Tableau, SPSS. Experience with Git, Jupyter, VS Code, PyCharm, RStudio, Spyder and big data tools such as AWS, Azure, Hadoop, Spark.

Professional Experience

FORRESTER RESEARCH

Analytics Consultant, Custom Analytics

CAMBRIDGE, MA

August 2018-August 2021

- Consulted with Forrester clients on custom and syndicated data needs. Delivered modeling and regression analyses to identify key drivers and market opportunities that will help clients reach their business goals.
- Leveraged modeling analyses and data visualization using Python, and R to produce and deliver strategic business insights and recommendations to senior stakeholders. Exceeded revenue goal every quarter by 20% to 85%.
- Partnered with a large financial services firm uncover the optimal target market for their new digital assistant tool through clustering analysis and behavioral analysis. Customer adoption of this tool increased by 9%.
- Evaluated customer response and feedback for a major telecommunications company after a new cell phone was released. Surfaced customer insights to help improve their future product development strategy.

- Guided a top nursing university on how to better prepare their students for the realities of working in a pandemic. Collected data from current frontline healthcare workers and helped create a nurse wellness index.

Senior Research Associate, Infrastructure and Operations

August 2017-August 2018

Research Associate, Infrastructure and Operations

August 2016-August 2017

- Contributed to and produced 50+ Forrester research reports to meet production deadlines – research topics included employee experience, artificial intelligence, employee mobility, cloud, and the Internet of Things.
- Selected to be part of Forrester’s leadership team for quantitative, evaluative research. Collaborated internally to refine and optimize methodology for the Forrester Wave.

LOWER 9TH WARD HOMEOWNERSHIP ASSOCIATION

NEW ORLEANS, LA

Data Management Intern

January 2016-May 2016

- Developed and managed a comprehensive database of information in Salesforce on the pre-storm residents of the Lower 9th Ward to be used for outreach to and support for those impacted by Hurricane Katrina.
- Provided on-going management of donor information and assistance with analysis and reporting in support of the organization’s fundraising efforts.

ENTERPRISE HOLDINGS, INC.

NEW ORLEANS, LA

Management Training Intern

Summer 2015

- Helped to manage operations of a \$3M car rental branch. Selected to help manage hotel account business and business from film production companies under contract with Enterprise.

C SPACE (FORMERLY COMMUNISPACE) CORPORATION

BOSTON, MA

Analytics and Reporting Intern

December 2014

- Evaluated and analyzed community content and prepared reports, surfacing insights and recommendations for clients in the consumer-packaged goods and education industries.
- Assisted in the review and revision of research activities prior to fielding in the communities.

Publications

McIntosh, J., Cisek, D., Garberg, C., Li, B. (2022, May 2-3). **Applying & Comparing Advanced Regression Techniques for House Price Prediction [Poster Presentation]**. Georgetown University. DOI: 10.13140/RG.2.2.16569.24166.

Volunteer Work

PROJECT EZRA

BOSTON, MA

Volunteer

Seasonal 2016 to 2020

- Prepare, package, and distribute meals for families in need in the Boston area during the late fall and winter holiday season.