

# DONALD K. WEDDING, PHD

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## CLIENTS

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### FINANCIAL SERVICES

- Segmint
- Weel, Israel Based
- Behalf

### HEALTH CARE

- Convatec
- Quadax
- Behavr
- NextLevel Health Advisors

### RETAIL

- Federal Express
- Full Beauty
- QIMA/WQS
- Bridgestone Tires
- Atlas Distribution

### MANUFACTURING

- Terzo Power

## SKILL SETS

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### LANGUAGES / TOOLS

- Python
- SAS
- R
- Tableau

### TECHNIQUES

- Statistics and Regression
- Machine Learning / AI
- Clustering / Segmentation
- Time Series
- Natural Language Processing

### INDUSTRY EXPERIENCE

- Banking and Insurance
- Health Care
- Marketing
- Retail and Sales
- Manufacturing

## CURRENT PROJECTS

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### **FULL BEAUTY BRANDS**

**2022 – Present**

Customer retention and response model development for all retail lines. Models developed in SAS and Python.

### **TERZO POWER**

**2022 – Present**

Analysis of sensor data from motors and pumps to forecast device failure. Project utilized Python and time series sensor data.

### **SEGMINT**

**2020 – Present**

Developed models for FinTec startup using Python incorporating corporation's proprietary Key Lifestyle Indicators (KLI). Models determined churn and lifetime value. Derived method for creating custom KLI's.

### **QUADAX**

**2021 – Present**

Predictive models for health insurance claims processing startup company using Python. Determined probability that health insurance claims will be paid. Calculated reimbursement amounts and likely reason codes for rejection. Assisted in vetting analytic talent for Data Science positions. Mentored new Data Scientists in best practices in model development.

### **BEHAVR**

**2021 – Present**

Developed models in Python for virtual reality health care company. Determined probability of customer churn. Assisted in vetting analytic talent for Data Science positions. Mentored new Data Scientists in best practices in model development.

## COMPLETED PROJECTS

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### **CONVATEC**

**2021-2022**

Statistical Analysis using SAS for medical study data related to wound care and infections.

### **WEEL, Israel Based FinTec Startup Company**

**2021**

Predictive models in Python for FinTec company to determine credit risk of Brazilian based companies.

### **FEDERAL EXPRESS**

**2019 – 2021**

Time Series models using SAS programming language and SAS *Forecast Server* to predict daily package pickups, expected delivery time, and net yield per package.

### **QIMA/WQS**

**2020**

Developed customer segments for WQS using purchasing behavior of Recenct, Frequent, and Money (RFM). Segments identified highly profitable segments and identified behavior consistent with customer churn.

### **BRIDGESTONE TIRES**

**2015 - 2016**

Customer segmentation / clustering model for use in assessing customer lifetime value, cross sell, and churn models.

### **BEHALF, Israel Based Credit Company**

**2015 - 2016**

Predictive models to determine credit risk and fraudulent transactions. Reviewed current models and mentored junior level analysts in proper analytic model development.

### **ATLAS DISTRIBUTION COMPANY**

**2014**

Developed distribution plan for movie, *Atlas Shrugged III – Who Is John Galt?* Analyzed box office receipts of related movies. Identified patterns consistent with high levels of viewers. Analysis was used to determine theater release locations.

### **NEXTLEVEL HEALTH ADVISORS**

**2014**

Converted mathematical formulas and EXCEL based programs into SAS programs for use in automated scoring of large claims database.