

Evan Appel

Data Scientist

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Data professional with a decade of applied analytics across financial services, fintech, and call-center operations. Strongest in Python, SQL, and turning operational data into shipped, durable decisions.

EXPERIENCE

Marketing Analyst

Feb 2023 – Present

Credit One Bank · Las Vegas, NV

Project lead on a 30-project Python migration of the marketing analytics codebase, modernizing the team's tooling for analysis and modeling.

Daily user of Polars, pandas, and Snowpark Python against the bank's Snowflake EDP; partner with marketing stakeholders on campaign and segment questions.

Authored a 5,000-line internal manual on Python, validation testing, and reproducible analytics workflows; adopted across the analyst org.

Run weekly Python workshops since Aug 2024 covering data libraries, query optimization, and rigorous validation.

Data Analyst

Jan 2021 – Dec 2022

Coin Cloud · Las Vegas, NV

Owned the weekly cash-pickup route design — an applied optimization balancing ATM fullness signals against agent capacity.

Built analyses with direct operational and financial consequences; mentored junior analysts.

Data Analyst, Engineering

Dec 2019 – 2021

Precision Opinion · Las Vegas, NV

Wrote SQL for call-center management; designed analyses informing operational decisions.

Owned PM and requirements gathering for a bespoke timekeeping software build.

Data Scientist

May 2012 – Oct 2019

Forms Direct

Self-directed transition from marketing content writer to data analyst on the engineering team — learned SQL, Python, and Mode Analytics on the job.

Career ended at Data Scientist title doing applied analyst work across the business.

SKILLS

LANGUAGES

Python (Polars, pandas, NumPy)

SQL (Snowflake) SAS (read)

ANALYSIS

Applied Analytics

Experimentation Framing

Data Visualization

Hypothesis Testing

ENGINEERING

pytest Git / GitLab

Reproducible Workflows

Validation Testing

TOOLS

Jupyter Snowflake Tableau

Claude / Claude Code

SELECTED STRENGTHS

Applied analytics with direct operational stakes

Pairing analysis with documentation that scales the team

Honest framing of statistical confidence and gaps

EDUCATION

B.A., Journalism

University of Nevada, Las Vegas

Minor in Sociology

2007 – 2012

CERTIFICATIONS

Snowflake Hands-On Essentials — Data Warehousing

Snowflake Hands-On Essentials — Data Lake

Codecademy Data Engineer path — in progress (2026)