

Sawyer Huang

sawhuang.github.io | linkedin.com/in/sawyerhuang/ | 845-797-7939 | smh367@cornell.edu

EDUCATION

Cornell University

Master of Engineering in Operations Research and Information Engineering

2021-2022

Bachelor of Arts in Information Science

2018-2021

EXPERIENCE

OC Sports & Entertainment – Anaheim Ducks Hockey Club

Anaheim, CA

Data Scientist

Nov 2024 - Present

- Developed and deployed ML models for attendance, ticket sales, churn, and revenue forecasting.
- Improved attendance planning accuracy to within ~3% of actual game attendance.
- Deployed churn prediction models to production across a CRM of 3M+ unique users, supporting targeted retention strategies and campaign optimization.
- Engineered automated ETL pipelines to ingest daily POS retail data via SFTP, normalize vendor datasets, and load into our Azure database powering executive Power BI reports.

Kaiser Permanente

Los Angeles, CA

Senior Data Analyst

Aug 2023 – Oct 2024

- Developed and presented 15+ executive dashboards in Power BI to KP committees.
- Analyzed and reported on 25+ quality-of-care and patient satisfaction metrics to senior leaders.
- Initiated and led a modernization effort to overhaul legacy Tableau and Power BI dashboards.

Warner Bros. Discovery

Los Angeles, CA

Data Analyst

Jun 2021 – Mar 2023

- Spearheaded a company-wide OKR analytics automation initiative supporting 4 major verticals.
- Designed automated Smartsheet data collection workflows, reducing manual KPI tracking, meeting overhead, and cross-team communication friction.

PROJECTS

Churn Prediction & Retention Optimization (Fan Engagement Analytics)

Nov 2025 – Present

- Built and deployed a churn prediction model on CRM data for 2,000+ season ticket holders, using XGBoost to prioritize recall of at-risk users and maximize retention impact.
- Engineered high-signal behavioral features across attendance, ticket usage, and engagement to create a real-time client health scoring system used by teams to proactively target churn risk.
- Enabled A/B testing of retention strategies by integrating churn scores into marketing workflows, allowing teams to measure lift and optimize personalized outreach campaigns.

Mortgage Payment Non-Adherence

Nov 2021 – May 2022

- Partnered with Deluxe, a financial technology company, to develop a loan default risk model using a highly imbalanced dataset of demographic, property, and financial history information.
- Designed a feature engineering and feature selection pipeline to identify high-impact variables.
- Developed an XGBoost model that improved classification accuracy from 91% to 94% while increasing precision, recall, and F1 score.

AWARDS AND CERTIFICATIONS

- Udemy - AWS Certified Machine Learning Specialty 2026 | Tableau Desktop Specialist Certification
- Kaggle – Advanced SQL Certificate | Correlation One – DS4A Summer 2024 Graduate Certificate

SKILLS

- Programming: Python, SQL, R | Machine Learning: XGBoost, Neural Networks, ARIMA, Forecasting
- Visualization: Power BI, Tableau, Excel | Data Engineering & Cloud: Azure, AWS, ETL, APIs, Jenkins