

ANTHONY CONTE

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EXPERIENCE

MACY'S – New York, NY

Senior Data Scientist

April 2022 – January 2024

- Led the end-to-end development of a pricing algorithm by applying demand elasticity models and non-linear optimization techniques in Python, resulting in a \$39M margin increase for clearance products in 2023.
- Applied backtesting and A/B testing methodologies to refine pricing strategies, delivering insights through clear, data-driven presentations that secured alignment with non-technical stakeholders, enabling the scale-up across 400 departments.
- Enhanced sales forecasting accuracy by 25% using an XGBoost model, achieving a 10% reduction in Mean Square Error (MSE) through precise parameter tuning and advanced feature engineering.
- Developed and maintained scalable ETL pipelines using SQL and Python, integrating millions of data rows into predictive models and Tableau dashboards, significantly enhancing the strategic, data-driven decision-making process across departments.

RALPH LAUREN – New York, NY

Data Analyst

October 2021 – April 2022

- Implemented machine learning models using Random Forest to assess freight delays during peak sales periods, leading to a strategic shift toward domestic sourcing, which improved order fulfillment by 20% through reduced international dependency.
- Analyzed earnings call transcripts from 25 of the largest U.S. retailers to identify key supply chain trends, resulting in actionable recommendations that reduced stockouts by 15% during peak seasons.
- Designed and presented comprehensive risk-mitigation strategies, incorporating accelerated production, shipping, and promotion strategies, which directly influenced executive decisions, reducing potential losses by 18% and ensuring product availability during critical sales periods.
- Conducted SKU productivity analysis, ensuring accurate raw material quantities were purchased before manufacturing, which minimized excess inventory and reduced production delays for the upcoming season.

BACCARAT – New York, NY

Merchandise Planner

February 2020 – April 2021

- Developed and implemented a comprehensive merchandise planning process from scratch by leveraging SQL for data extraction and analysis. Created detailed quarterly, seasonal, and annual financial plans, driving a 15% increase in profitability for a \$50M annual business.
- Developed a detailed sales and inventory plan to achieve 20% growth in 2021, serving as a key liaison between finance and leadership. Ensured product-level metrics aligned seamlessly with the overall company budget, directly supporting strategic objectives.
- Analyzed product assortment at the item level using Excel to ensure optimal inventory levels by location, driving 16% top-line growth in Q4 and achieving 12% bottom-line savings for the year.

VINEYARD VINES – Stamford, CT

Merchandise Planner

October 2019 – February 2020

- Developed and managed the assortment strategy for a \$20M annual Kid's business, leveraging Excel to create financial plans, unit buys, and strategic receipt flows for 600+ products, driving optimized inventory and sales performance.

MADEWELL – Long Island City, NY

Merchandise Planner

December 2018 – October 2019

- Collaborated with merchant and allocation teams to design and implement seasonal assortment strategies for the non-apparel business, optimizing inventory and sales for 1,200 products, contributing to the overall growth and profitability of the category.
- Applied quantitative forecasting techniques to develop financial plans that drove 15% revenue growth and 8% cost savings in Q2 2019.

BLOOMINGDALES – New York, NY

Senior Assistant Buyer / Assistant Buyer / Buying Coordinator

February 2015 – December 2018

- Expanded the Bath Accessory department by 40%, transforming it into a \$3.1M annual business by employing targeted assortment planning and strategic vendor collaboration, optimizing product mix and supplier relationships for sustained growth.

EDUCATION

FLATIRON SCHOOL – New York, NY: Data Science and Machine Learning, April 2021 - September 2021

UNIVERSITY OF MASSACHUSETTS – Amherst, MA: Bachelor's Degree in Economics and Public Health, May 2014

SKILLS

Python, SQL, Tableau, Power BI, Google Cloud Platform (GCP), Vertex AI, ETL (Extract, Transform, Load), Machine Learning, A/B Testing, Data Visualization, Data Cleaning, Data Mining, Data Modeling, Data Warehouses, Statistical Analysis, Performance Reporting