



College of Science and Mathematics

Big Data Lecture Series

Thursday, February 21, 2019

5:00pm - 6:00pm, Kennesaw Campus, Clendenin Building, room 1009 (CL1009)

Barry Hart

Senior Data Software Engineer for Mailchimp

“Python Data Science Projects at Mailchimp”

ABSTRACT: Mailchimp is the world’s largest marketing automation platform, with over 14 million users. Mailchimp’s users use it to send email, place digital ads, and track their e-commerce sales. Data science is a key differentiator for Mailchimp. Features such as Predicted Demographics, Similar People Finder, and Customer Lifecycle Stages, and Customer Lifetime Value provide powerful insights to help users retain and build their audience, and most of this work is powered by Python and Google Cloud.



BIOGRAPHY: Barry joined Mailchimp as a data engineer in 2016. His work experience includes logistics, retail analytics, logic programming, population analytics, and fraud detection. He began his career in C++ and Java, first using Python in the early 2000s. Python has been his primary programming language since 2007. He received a B.S. in Computer Science from Georgia Tech in 1992. Areas of interest include mentoring, automated testing, software process, data science, big data, Kubernetes, and cloud.