Alondra Espinoza Almanza   alondraespinoza412@gmail.com

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EDUCATION

W. P. Carey School of Business, Arizona State University (ASU), Tempe, AZ   December 2024
Bachelor of Science, Business Data Analytics   GPA:3.78
- Certificate: International Business Studies
- Awards: Obama Scholar, New American University Scholarship

Study Abroad Program, Korea University Business School, Seoul, South Korea   February 2023 – July 2023
- Semester Exchange

PROFESSIONAL EXPERIENCE

Chatbot Data Assistant, University Center, ASU, Tempe, AZ   July 2024 – December 2024
- Analyzed reports of 500+ chatbot conversations weekly to identify prevalent topics and generate 1,000+ diverse variations of student questions, augmenting the knowledge base for improved user interactions and increased chatbot accuracy by 60%.
- Updated and maintained the chatbot's knowledge base, adding and revising entries for over 1,000 frequently asked questions to provide accurate information and reduced backlog by 90%.

Student Verifier, University Center, ASU, Tempe, AZ   February 2024 – May 2024
- Entered data relating to university admission. Processing over 100 transcripts per day of data into usable data to perform following processes.
- Resolved applicant issues by incorporating troubleshooting skills for the admissions process, ensuring a smooth experience for potential students and increased processing efficiency by 20%.

Deli/Bakery, Walmart, Phoenix, AZ   June 2022 – August 2022
- Adapted quickly to a high-volume, fast-paced environment, serving over 50 customers daily and reducing average service time by 20% through efficient order handling and problem-solving.
- Analyzed customer purchasing patterns and peak-hour trends, helping optimize inventory levels and reduce product waste by 15%.

LEADERSHIP EXPERIENCE

Secretary, El Concilio, Arizona State University   August 2022 – February 2023
- Organized and managed meetings and over 20 events throughout the semester for students to learn about Latinx, Chicano, and Hispanic culture and student organizations.

PROJECTS

Proposal for Blue Bottle Coffee: Leveraging Data for Competitive Advantage.   August 2024 – December 2024
- Developed visual insights in Python to support data-driven decisions for market expansion.
- Built predictive models using logistic regression and decision trees to improve targeting strategies.
- Analyzed salary data to identify high-income customers and ideal locations for business growth.

Verde Brewing Co. Data Analysis Project   August 2024 – December 2024
- Analyzed customer behavior and sales trends for Verde Brewing Co., using data-driven insights to optimize operations and marketing strategies.
- Conducted market basket analysis to uncover product pairings, increasing cross-sell opportunities by 15%.
- Presented actionable recommendations to improve product marketing, streamline supply chains, and enhance customer engagement.

SKILLS & AWARDS

- **Languages:** Spanish (Fluent)
- **Technical Skills:** Data visualization, Power BI, Tableau, SQL, Python, Microsoft 365, Machine learning, Advanced Excel, Data Cleaning & Processing, Consumer insights
- **Awards:** DECA 2020 Glendale District 7 winner in Business Merchandising