# Ava Allen

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## TECHNICAL SKILLS

- SQL (MySQL)
- Python (Pandas, NumPy, MatPlotLib)
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- R (R Studio)
- Tableau
- SPSS
- VSCode
- Regression, Classification, Clustering

## EDUCATION

**State University of New York at New Paltz** – AACSB Accredited School of Business — *New Paltz, NY*
*Master of Business Administration, Concentration in Business Analytics* — July 2025 – Expected May 2026
    **Related Coursework**: Machine Learning (Python), Data Wrangling & Visualization (Python & Tableau), Advanced Statistics for Business Analytics (Python), Corporate Financial Management (Excel)

*Bachelor of Science in Business Analytics* — August 2023 – May 2025
    **Cumulative GPA**: 3.7/4.0 | Dean's List 2023-2025
    **Related Coursework**: Big Data Management (mySQL), Decision Modeling & Analysis (Excel), Financial Analytics (Python), Marketing Research (SPSS)

**State University of New York at Ulster** — *Stone Ridge, NY*
*Associate of Science in Business Administration* — August 2021 – May 2023

## PROJECTS

**Hit Predictors: Forecasting Song Popularity with Machine Learning** | R Studio — May 2025
- Optimized RandomForest & XGBoost models to predict song popularity based on audio features for over a million songs on Spotify.
- Discovered key audio features in determining song popularity using gini importance & gain.
- Compared & evaluated the different models' performance using in-sample & out-of-sample AUC.

**Determinants of House Prices in Ames, Iowa: A quantile regression approach** | R Studio — March 2025
- Developed and compared six quantile regression models to examine the relationship between hedonic housing characteristics and sale prices across different price segments in real estate analysis.
- Engineered features and uncovered key interactions between neighborhood clusters and house styles, providing insights for real estate developers and pricing strategies.

**Relational Database for Membership & Payment Management** | mySQL — December 2024
- Designed a relational database management system for a gym to manage member information, memberships, and payment records.
- Developed entity-relationship diagrams and SQL queries (JOIN, GROUP BY, SUM, and subqueries) to improve record-keeping, optimize operation efficiency, and calculate key business metrics such as revenue and active memberships.

## WORK EXPERIENCE

**Graduate & Research Assistant** — *New Paltz, NY*
*SUNY New Paltz* — August 2025 – Present
- Supported instruction for 100+ undergraduate and graduate students across four courses: Data Wrangling with R, Statistics for Business and Economics I, Business Economics for Managers, and Independent Study/Business Analytics Capstone.
- Held office hours to provide one-on-one academic support, addressing questions related to homework, exams, and course concepts.
- Reviewed and referenced solution sets to guide students effectively, reinforcing comprehension of statistical methods, business economics, and data analytics.

**Personal Assistant to the CEO** — *Accord, NY*
*Cash Studios* — October 2024 – Present
- Assisted with archival and digital asset management for independent film production (Excel, Name Changer), while applying analytics and time management skills to streamline workflows and manage project timelines.
- Oversaw logistics for merchandise and book launches (Airtable, Excel), and coordinated with contractors by securing competitive bids and managing communications.
- Organized household and office systems, resolved administrative issues such as insurance disputes and bill reconciliation, and maintained accurate financial documentation.
- Conducted research to support outreach, marketing, and promotional initiatives for public-facing projects and book tours.