ANTHONY AYALA
BUSINESS ANALYST

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EDUCATION

Wake Forest University School of Business   Winston-Salem, NC
Master of Science in Business Analytics   *May 2024*
Relevant Coursework*:* Machine Learning, Prescriptive Analytics, Predictive Analytics, Visual Analytics, Probability & Statistical Modeling, Data Management, Marketing Analytics, Financial Analytics, Supply Chain Analytics

Wake Forest University,   Winston-Salem, NC
B.A. in Economics | Minor: Mathematics & Spanish   *May 2023*
Relevant Coursework*:* Probability, Intro to Regression & Data Science, Microeconomics, Macroeconomics
Honors: Bank of America Leadership Scholarship, Dean's List, Member in the First in Forest program

AREA OF EXPERTISE

Data Science | Data Analysis | Statistics | Machine Learning | Natural Language Processing | Forecasting | Dashboarding & Reporting Tools | Visualizations | Databases | Cross-functional Collaboration | Active Listening | Problem-Solving | Leadership

TECHNICAL SKILLS

Microsoft Office Suite: Excel, Word, PowerPoint, PowerBI, Outlook, OneDrive, SharePoint, Teams
Technical Skills: Python, R, SQL, Tableau, Google Analytics, Arena Simulator, Crystal Ball, Open Solver, AWS (S3)
Methods Used: Linear Regressions, Logistic Regressions, Decision Trees, Random Forest, K-Means Clustering, ARIMA
Certifications: Udemy Business Analyst | ***Languages:*** Spanish (Fluent)

PROJECT EXPERIENCE

Data Analysis in SQL: leveraged SQL to dissect Medicare data, extracting actionable insights through targeted queries

Model Building & Prediction in Python: utilized Pandas for data wrangling for Airbnb data in Austin, Texas and applied Logistic Regressions, K-Means Clustering, and Decision Trees to identify impacting rating factors and predict potential occupancy rates

Dashboards in Tableau: analyzed Superstore data to report global shipping cost disparities and conducted in-depth assessment of profitability sensitivity to free shipping

Music Recommender with Machine Learning: compared SVD and KNN recommender systems using the Million Song Dataset, addressing model intricacies to optimize performance and generating tailored recommendations based on user play count

PROFESSIONAL EXPERIENCE

BUSINESS ANALYTICS INTERN | **ASM Global** | Winston-Salem, NC   *September 2023 – May 2024*
- Conducted sentiment analysis on concessions and parking data using Python's BERT model for Wake Forest's 2023 Football season, pinpointed sections of the stadium with negative feedback and formulated actionable recommendations
- Facilitated seamless data integration from Ticketmaster, Square, Parkhub, and Google Analytics to develop a dynamic live events dashboard, employed advanced techniques such as API calls and custom Python scripting in Power BI for data visualization
Skills Utilized: **Python (Coding), PowerBI (Data Visualization), Excel (Data Analytics), Dashboarding & Reporting**

GRADUATE ANALYST | **Price Dimensions LLC** | Chicago, IL   *September 2023 – May 2024*
Price Dimensions are pricing strategy experts who help supermarket retailers effectively establish a pricing strategy and strengthen price-value image with the use of analytics that have successfully led to profitable sales growth
- Served as a client liaison on a year-long team project for a prominent client, showcasing adept collaboration and leadership skills
- Reported tailored solutions for independent supermarkets, leveraging Power BI dashboard reports, What-IF analysis, DAX expressions to automate pricing strategies and enhance profitability metrics
Skills Utilized: **PowerBI (Data Visualization and Data Integrity), Excel (Data Analytics), Communication, Visual Storytelling**

INTERN | **Loadin.com** | Sydney, NSW   *June 2022 – August 2022*
Loadin.com, a start-up in Sydney, Australia, is an innovative and centralized communication tool built for festival promoters, production managers, artist liaisons, tour managers and artists
- Conducted comprehensive reports on music festivals using Google and Excel, facilitating efficient data entry and tracking
- Streamlined communication processes within the company by integrating HubSpot applications, enhancing customer relationship management and fostering seamless collaboration
Skills Utilized: **Excel (Reporting), Google and Music Databases (Research), HubSpot (CRM), Innovative, Resourceful**

LEADERSHIP AND INVOLVEMENT

Wake Forest University: MSBA Student Engagement Council (2023) | Camp Jorn YMCA: Residential Camp Counselor (2021)