

# Betsy Sanchez

Data Scientist | AI Practitioner | Full-Stack Developer in Progress

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## Professional Summary

Data-driven and curious student pursuing a BAS in Data Science & AI at Miami Dade College, with hands-on experience in analytics, machine learning, and full-stack web development. Skilled in Python, SQL, JavaScript, and data visualization, with growing expertise in AI-powered solutions and automation tools. Passionate about building user-focused products and contributing to innovative teams at the intersection of AI, data, and technology

## Technical Skills

**Languages:** Python, JavaScript, HTML, CSS, SQL, R

**Libraries/Frameworks:** Next.js, Tailwind CSS, pandas, NumPy, scikit-learn, XGBoost, matplotlib, SHAP, Flask (learning)

**Tools & Platforms:** GitHub, VS Code, Cursor, Google Colab, Tableau, Power BI, Excel, n8n, Streamlit, Supabase, Databricks, AWS (in progress)

**Specialties:** Data Analysis, Machine Learning, Web Development, Automation Workflows, API Integration

## Professional Experience

### AI & Digital Solutions Intern

*PPCU - Miami, FL - Remote*

*Summer 2025*

- Joined a startup-style internal dev house providing web/software development, AI automation, AI-powered tools, and digital marketing services to diverse clients.
- Contributed to selected projects involving chatbot setup, workflow automation (n8n, Google Sheets), and basic front-end edits.
- Assisted in Meta Pixel and Conversions API configurations to improve ad tracking and audience targeting.
- Supported client onboarding by preparing KPI forms, technical documentation, and presentation materials.
- Collaborated with cross-functional team members to research and test new AI tools for potential integration into client solutions.

### Web Designer (Intern)

*Outfittery - Berlin, Germany*

- Designed and updated layouts for marketing pages.
- Supported the UI/UX team and practiced responsive design principles.

## Education

### Miami Dade College

*Bachelor of Applied Science in Data Science & AI*

*Expected December 2025*

## Certifications & Training

- Business Intelligence Professional Certificate - *Miami Dade College (2024)*
- Computer Aided Design Assistant Certificate - *Miami Dade College (2023)*
- Business Specialist, General Business certificate - *Miami Dade College (2023)*
- JavaScript Algorithms & Data Structures - *FreeCodeCamp (2021)*
- Responsive Web Design - *FreeCodeCamp (2021)*
- In Progress: AI Practitioner Certificate, Python Certification, Google Data Analytics Professional Certificate (Coursera), AWS Cloud Practitioner

## Projects

### A-D-H-WHAT? - ADHD Productivity Web App

Built an ADHD-focused productivity app using **Next.js**, **Supabase**, **Tailwind CSS**, **n8n**, and **OpenAI** (in progress). Features include secure authentication, task scheduling, mood check-ins, and automated reminders. Integrated Google Sheets for lead capture and n8n workflows for onboarding emails. Currently developing an AI chatbot for personalized productivity coaching.

### **Know Your Zip** – *Spring 2025 Final Project*

Developed an interactive **Streamlit** web app for ZIP-level analysis using public Miami-Dade datasets. Applied regression, classification, clustering (KMeans, Random Forest), and SHAP for feature insights. Designed a ZIP rating system using weighted facility scores to support planning and decision-making.

### **Customer Segmentation & RFM Analysis**

Applied **KMeans** clustering and Random Forest models to segment retail customers by behavior patterns. Created Python-based dashboards for data visualization and delivered targeted marketing recommendations based on actionable insights.

### **Languages**

- English (Fluent)
- Spanish (Native)