Jennie Tram Le

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EDUCATION

Fordham University, **Gabelli School of Business**, New York, NY — Aug 2019 – Dec 2020
Master of Science in Business Analytics, Data Science Track. — GPA: 3.83/4.0
Elizabethtown College, Elizabethtown, PA — Jan 2014 – Dec 2017
Bachelor of Science in Business Administration. Dean's List. — GPA: 3.5/4.0

SKILLS

Data Science Tools: Python, R, SQL, NoSQL, Tableau, Spark, SPSS, Google Analytics
Cloud: Google Cloud Platform, AWS

WORK EXPERIENCE

Data Science Graduate Assistant – **Gabelli School of Business**, New York - NY — Jan 2020 – Dec 2020
- Developed materials and led over 10 workshops to provide technical training for 120 MBA students in data analysis tool applications (Tableau, Python, SQL, Excel).
- Collaborated with Dr. Raghupathi to conduct exploratory analyses by creating scatterplots and trend line models using Tableau, derived insights about the relationship between key metrics for 5+ academic and social good projects.

Fashion Trend Life Cycle Prediction – Instagram Project — Jan 2020 – Sep 2020
- Coordinated with engineers, designers, and Dr. Yilu Zhou and outputted a Prophet model to predict fashion trend life cycle, helping boutiques identify product opportunities and drive marketing strategy.
- Designed the dataset by identifying 50 trending Product Tags and instantiating 10 virtual machines on Google Cloud to collect and clean 10GB Instagram text and image using API and Pandas.
- Built automated interactive dashboards by extracting data from MySQL server to track and evaluate real-time model performance on 50 fashion trends using key performance indicators.

Data Analytics Intern – **Alvarez & Marsal,** New York - NY — May 2020 – Aug 2020
- Led a team of 6 interns to perform descriptive and predictive analyses by applying data visualization, statistical analysis, and text mining to examine the relationship between organizational culture and financial performance.
- Wrote Python script to collect publicly traded company information from online sources (Glassdoor, Yahoo Finance), reducing man-hours by 98%.
- Provided bi-weekly reporting on project performance to project managers.

Economic Research Analyst – **Haver Analytics,** New York - NY — Feb 2018 – Mar 2019
- Queried data from internal and client databases and performed ad hoc analysis using Oracle MySQL to generate product performance insights.
- Coordinated with database managers and engineers to build product development solutions based on insights.
- Automated the extract, transform, load (ETL) pipeline for 250 databases by writing Python scripts, achieved 90% cost reduction for routine database updates process.
- Led a team of two and revamped the internal database systems by implementing weekly code review to ensure client's data accuracy and validity.

PROJECTS

College Basketball Bracket Prediction, 2020 Fordham Data Crunch March Madness Competition — Mar 2020 - May 2020
- Engineered new features and applied Random Forest, Logistic Regression algorithm, and Cross Validation to predict NCAA Men's College Basketball Tournament bracket. Achieved Honorable Mention as top 5 optimal models.
- Conducted exploratory analysis and discovered the strong correlation between player performance and winning rate. Created dashboards and presented findings to Deloitte judges, Fordham alumni and faculties.

Song Recommendation Systems and Lyrics Visualization, Big Data Project — Jan 2020 - May 2020
- Created word clouds, bar charts, and an interactive bubble chart using seaborn and natural language toolkit to display keywords frequency and lyric trends in various timelines and topics dynamically.
- Outputted a lyric-based recommendation system by building a data pipeline to query, clean and combine 3GB datasets from SQLite server and implementing new features using Latent Dirichlet Allocation, TFIDF and Word2Vec.

Twitter Malicious Bots Classification, Web Analytics Project — Sep 2019 - Dec 2019
- Built a Random Forest classifier with 91.7% accuracy to predict spam bots, scam bots, and fake followers by scraping +200,000 tweets using Twitter API and implemented new features with Tweet Semantics.
- Designed Tableau dashboards to analyze and visualize social media bot behavioral pattern using engagement metrics, such as daily followers, daily tweets, and retweet frequency.