

JENNIE TRAM LE

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EDUCATION

Fordham University – Gabelli School of Business

Aug.2019 – Expected Dec.2020

Master of Science in **Business Analytics, Data Science Focus**

GPA: 3.67/4.00; Activities: March Madness Data Crunch, Business Analytics Society

Relevant Coursework: Database Management, Web Analytics, Applied Regression Analysis, Data Mining, Business Decision for Data Manager, Big Data Analytics, Text Analytics, Statistical Methods and Computation I

Elizabethtown College

Jan.2014 – Dec.2017

Bachelor of Science in **Business Administration, Accounting and Finance Focus**

GPA: 3.50/4.00; Honors & Activities: Dean's List, International Club's Representative, The National Society of Leadership and Success, Delta Mu Delta (Top 20% student International Business Honor Society)

SKILLS

Data Science: Python (BeautifulSoup, matplotlib, Tweepy, NumPy, Pandas, nltk), R (ggplot2, R markdown), Tableau, SQL, Hive, Cloudera, Batch Programming, SPSS

Business: Jira, Excel (Microsoft Office Specialist Certificate), Advanced Level IRS Certificated Tax Preparer, Quickbook

Language: Vietnamese, Intermediate Mandarin

PROFESSIONAL EXPERIENCE

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS

New York, NY

Graduate Research Assistant

Jan.2020 – Present

- Assist professors with multiple projects (Fashion AI & Public Health) under supervision of Yilu Zhou and G. O'Connor
- Develop a crawling algorithm to gather data of +200 influencer's accounts from Instagram
- Preprocess, collate and clean Health survey and Instagram data with sample size of +500,000 high dimensional records with application of python pandas for both projects
- Visualize Instagram caption, hashtags, and comments using matplotlib and seaborn to examine feature importance on fashion trend for Fashion AI project
- Manage the projects by Jira, control the process quality, assign tasks to team and lay out the road map

HAVER ANALYTICS INC.

New York, NY

Economic Research Assistant

Mar.2018 – Feb.2019

- Maintained and updated extensive time-series database utilizing Data Link Express (DLX) as well as other proprietary computer software (EViews)
- Developed automation program with DOS batch to collect data from government sources of European and Southeast Asian countries
- Performed database cleansing by fixing calculated fields with error to ensure validity and of updates processed
- Designed, revised and tested update procedures to enhance operation efficiency by reaching an approximately 5 or less seconds of process per update

PROJECT

Twitter Malicious Bots Classification, Web Analytics Project

Aug.2019 – Dec. 2019

- Crawled information for +2,000 Twitter accounts and +200,000 of tweets using Tweeter API and python
- Implemented analytics exploratory through Tableau charts and text visualization of Tweets to display significant pattern of malicious bot-like behaviors
- Applied Random Forest technique and Tweet Semantics to predict and classify malicious bots based on behavior patterns, reaching 91.68% accuracy rate on testing set

Literate Rate Examination, Applied Regression Analysis Project

- Built a multi-level regression model from scratch to predict which factors might affect literacy rate with the Word Bank data of +10 variables across 195 countries in R Markdown
- Conducted initial data exploration, filtered outliers and visualized one-variable summary and linear relationships between variables using GGally