

# ISABEL BODY

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Data Scientist specializing in large-scale trend analysis and decision systems, translating noisy social, search, and ecommerce data into commercially actionable insights.

## EXPERIENCE

### ZURU Toys - Data Scientist

Auckland, NZ | Nov 2024 - Present

- Promoted from Data Analytics Intern → Junior Data Scientist → Data Scientist in under 2 years.
- Owned end-to-end TikTok trend intelligence system ingesting 20k hashtags/day via exclusive API access, generating actionable insights for product, licensing, and marketing teams.
- Built automated analytics pipelines delivering daily insights at scale, while preserving human oversight for final validation and storytelling.
- Designed rising-trend detection and integrated social, search, and ecommerce signals to identify demand-aligned opportunities, informing NPD ideation and external licensing discussions.
- Insights contributed to internal decision-making, leading to 3 ZURU products being greenlit, and were adopted by major retail partners (Walmart, Target) to guide live inventory management, buying strategies, and trend-led merchandising initiatives.

### MINI-Q Digital Platform - Full-Stack Developer

Remote | July 2024 - Nov 2024

- Developed and deployed a full-stack healthcare web application digitising the MINI-Q questionnaire in collaboration with Auckland District Health Board clinicians (live: [mini-q.nz](https://mini-q.nz)).
- Built React frontend (TypeScript), Express backend, and PostgreSQL database; deployed to AWS (EC2, RDS).

### EY Open Science Data Challenge Program - Machine Learning Mentee

Remote | Dec 2023 - March 2024

- Led team to top 20 global ranking; developed ML model (0.48 Mean Average Precision) for storm damage assessment using TensorFlow and scikit-learn.

### Biztech Society - PR and Tech Events Lead

Auckland, NZ | Jan 2024 - Nov 2024

- Secured \$5000+ sponsorship from Microsoft and KPMG; led tech-focused rebrand driving 50+ student registrations.

## EDUCATION

### University of Auckland, Bachelor of Science in Computer Science and Statistics

July 2022 - July 2025

#### Achievements

- Best Capstone - Community Impact Award, The University of Auckland: Nov 2024
- 1st Place & MVP - EY Ideate and Innovate Challenge: Sep 2024
- 1st Place - EY Data in Business Case Competition: Jul 2024
- Developer's Society - Most Technically Impressive: Jul 2024

## SKILLS

Data & Engineering	Python, SQL, PySpark, ETL pipelines, Data modeling
Cloud & Infrastructure	AWS, Terraform, Docker
Data Analysis & Visualization	Pandas, NumPy, Matplotlib/Plotly
Domain Expertise	Social media and Marketing Analytics (trend identification, product/content insights)

## Certifications

Microsoft Certified: Azure AI Fundamentals (AI-900)  
Oct 2024

Microsoft

## PROJECTS

- **Treasure - Finance Management App for University Clubs:** Built a web application to track expenses and budgets, using the PERN stack with a scalable backend architecture.
- **Stock Market Prediction Tool:** Developed ML models to predict S&P 500 market changes using Pandas, NumPy, and sklearn with Yahoo Finance data.
- **Game Library App:** Developed game library application using MVVM pattern with Python, Flask, and SQLAlchemy. Implemented proxy rotation algorithm to optimize parallel HTTP processing.