

Corina Nicoara

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- **Professional Summary**

Analytically driven and creatively inclined data analyst and researcher, combining technical proficiency in Python, R, SQL, and Tableau with a strong foundation in strategic research and business analytics. Currently pursuing a PhD in Entrepreneurship, with a focus on authenticity in entrepreneurship, computational modeling, and data storytelling. Experienced in both academic and applied research settings, including qualitative projects using NVivo and in-depth interviews with entrepreneurs. Built and deployed a personal website and full-stack web application to showcase projects. Adept at transforming complex data into actionable insights and clear narratives to support strategic decisions across business and academic domains.

- **Education**

PhD in Business Entrepreneurship (Expected May 2026)

Baylor University, Texas, USA

Focus: Authenticity as Business Strategy, Data Analytics, and Decision Science

Developed computational models to analyze strategic pivots and performance outcomes

Conducted quantitative and qualitative research using Python, R, NVivo, and statistical tools

Bachelor's Degree in Business and Economics (2020)

University of Bologna, Italy

Business & Economics

- **Technical Skills**

Programming & Analytics: Python, R, SQL, SAS, SPSS

Data Visualization: Tableau, Power BI, Excel (Advanced)

Machine Learning & Predictive Modeling: Regression, Classification, Clustering

Qualitative Research: NVivo, Interview Design, Thematic Coding

Database Management: SQL Queries, Data Cleaning, ETL Processes

Business Intelligence (BI): KPI Analysis, Dashboard Creation, Reporting

Web Development: HTML, CSS, JavaScript, Firebase, GitHub Pages

- **Professional Experience**

Graduate Research Assistant | Baylor University | 2022 – 2024

Collected, cleaned, and analyzed large datasets using Python (Pandas, NumPy), R, and SQL

Built predictive models to assess firm performance and inform strategic decision-making

Designed computational models for analyzing strategic pivots and business authenticity

Teaching Assistant – Strategic Management | Baylor University | 2025 – Present

- Supported instruction in strategic management course
Created and assessed case studies and assignments
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- **Selected Projects & Certifications**

Qualitative-Quantitative Entrepreneurship Study

Conducted interviews with entrepreneurs and analyzed findings in NVivo

Applied thematic coding and integrated insights with firm-level quantitative data

Customer Segmentation Analysis

Used K-Means and DBSCAN to segment customers and refine marketing strategies

Strategic Pivot Modeling

Developed a Python-based model to simulate optimal timing and intensity of strategic business pivots

NLP Mission Statement Analysis

Scraped historical mission statements and applied NLP to track language and strategy shifts

Personal Portfolio & Web Application

Designed and deployed a personal portfolio website and full-stack wardrobe organizing web app

Technologies: HTML, CSS, JavaScript, Firebase, GitHub Pages

Links: ncorina.github.io | wardrobe-logic.web.app

- **Soft & Transferable Skills**

Creative Problem-Solving: Develops innovative solutions by integrating business strategy with data science tools

Data Storytelling & Communication: Experienced in translating data into actionable business and academic insights

Strategic Thinking: Applies analytical models to inform complex decision-making processes

- **Languages**

English (Fluent) | Italian (Fluent) | Romanian (Fluent)

- **Professional Interests**

Business Intelligence & Data Science

Strategy Consulting & Analytics

Data-Driven Decision Making

Digital Transformation & Market Research

Academic Research & Teaching in Entrepreneurship, Strategy, and Data Science