Corina Nicoara

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Professional Summary

Data-driven Business Analyst and aspiring Data Analyst with a strong foundation in statistical modeling, business research, and data visualization. Skilled in analyzing complex datasets, building predictive models, and generating actionable business insights. Proficient in Python, R, SQL, and Tableau. Strong problem-solving skills developed through research and consulting projects. Passionate about leveraging data analytics to drive strategic decision-making and optimize business performance.

Education

PhD in Business Entrepreneurship (Expected May 2026)
Baylor University, Texas, USA
- Research focus: Business Strategy, Data Analytics, and Decision Science
- Developed computational models to analyze strategic pivots and performance outcomes
- Conducted extensive quantitative research using Python, R, and statistical tools

Bachelor's Degree in Business and Economics (2020)
University of Bologna, Italy
- Specialized in Business Analytics, Market Research, and Strategy

Technical Skills

- **Programming & Analytics:** Python, R, SQL, SAS, SPSS
- **Data Visualization:** Tableau, Power BI, Excel (Advanced)
- **Machine Learning & Predictive Modeling:** Regression, Classification, Clustering
- **Business & Market Research:** Data-Driven Decision Making, Trend Analysis, Forecasting
- **Database Management:** SQL Queries, Data Cleaning, ETL Processes
- **Business Intelligence (BI):** KPI Analysis, Dashboard Creation, Reporting

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 optimize strategic decision-making.
- Developed interactive dashboards in Tableau for data storytelling and business reporting.
- Conducted in-depth market research and statistical modeling to analyze industry trends.

- Designed a computational model for analyzing strategic pivots and business authenticity.
- Automated data processing tasks, reducing analysis time by 30%.

Teaching Assistant – Strategic Management | Baylor University | 2025 – Present
- Taught undergraduate students key concepts in business strategy and analytics.
- Designed and graded case studies and data-driven business assignments.
- Assisted students in understanding data-driven decision-making frameworks.

Projects & Certifications

- - **Customer Segmentation Analysis:** Used clustering algorithms (K-Means, DBSCAN) to segment customers and optimize marketing strategies.
- - **Sales Forecasting Model:** Developed a time series forecasting model in Python to predict revenue trends.
- - **Market Basket Analysis:** Conducted association rule mining to identify purchasing patterns in retail data.
- - **Tableau Dashboard Development:** Built interactive dashboards for executive decision-making and business insights.

Soft Skills

- Critical Thinking & Problem-Solving
- Communication & Data Storytelling
- Business Strategy & Market Analysis
- Team Collaboration & Leadership
- Creative design

Languages

- English (Fluent)
- Italian (Fluent)
- Romanian (Fluent)

Professional Interests

- Business Intelligence & Data Science
- Strategy Consulting & Analytics
- Data-Driven Decision Making
- Digital Transformation & Market Research