

SARA ALLALI

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PROFESSIONAL SUMMARY

Analytical and detail-oriented Data Analyst with a strong foundation in SQL, Python, R, and data visualization tools. Experienced in transforming complex quantitative and qualitative data into actionable insights that drive strategic business decisions. Skilled in building scalable reports, dashboards, and predictive models while ensuring data integrity and quality. Adept at cross-functional collaboration and passionate about leveraging Generative AI and advanced analytics to uncover business opportunities and enhance decision-making.

EDUCATION

Chapman University, California - M.S Computational and Data Sciences Graduated: May 2025
Chapman University, California - B.A Psychology, Minor Analytics Graduated: May 2024
Relevant Coursework: Enterprise Data Management, Data Mining, Applied Business Analytics, Interactive Data Analysis, Machine Learning, Research Methods, Multivariate Data Analysis, Statistical Models in Business Analytics

TECHNICAL SKILLS

Languages & Tools: SQL, Python, R, Java, C++, Excel, Power BI, Tableau
Cloud & Analytics: AWS, Salesforce, Snowflake, Databricks
ETL Tools: Alteryx, Jupyter Notebook, Google Colab
Research & Survey Tools: Survey Design & Analysis (Qualtrics, Google Forms), Research Methods

WORK EXPERIENCE

AI Research Fellow | Klarbook, Remote
July 2025 - Present

- **Collaborated** on a national AI research study analyzing structured and unstructured data to uncover industry trends in automation and AI.
- **Coordinated data collection** through structured outreach and survey methods, ensuring accurate and organized real-world data.
- **Contributed insights** to a published benchmark report and gained hands-on experience with modern AI tools and methodologies.

Data and Systems Analyst Assistant | Chapman University, Orange, CA
October 2023 - May 2025

- **Cleaned and analyzed** datasets of various sizes, ensuring accuracy and reliability for decision-making.
- **Extracted and managed** data from multiple career platforms to generate insights aligned with leadership needs.
- **Designed and developed** interactive dashboards, enhancing decision-making for leadership
- **Assisted in survey development** for campus-wide student research, enabling data collection for key institutional insights.
- **Built dashboards to track student outcomes**, helping career services evaluate post-graduation success and program effectiveness.
- **Collaborated** with the Data and Systems Analyst to ensure data integrity and project alignment.
- **Reviewed and validated** data before publishing reports to maintain consistency and accuracy.
- **Supported ad hoc projects**, showing adaptability and problem-solving in a data-driven setting.

RELEVANT PROJECTS

Computational Perspectives on Workplace Dynamics and Mental Health in the Tech Industry

- Analyzed survey data on workplace policies and mental health treatment-seeking. Built ML models to predict treatment likelihood and improve workplace support.

Subscriber Optimization for Rosetta Stone

- Analyzed subscriber data to identify factors influencing retention and engagement. Provided insights and recommendations to help Rosetta Stone improve subscription rates.

Adidas US Sales Analysis

- Conducted an in-depth analysis of Adidas US sales data to identify trends, optimize marketing, and pinpoint underperforming products. Leveraged Excel for pivot tables and charts, providing insights into regional and retailer performance while supporting data-driven sales forecasting.

Profit Analysis and Departmental Insights Using SQL and Power BI

- Analyzed departmental budgets, salaries, and revenues using SQL to assess profitability and resource use. Built Power BI dashboards to visualize financial performance, salary distribution, and project impact.

Customer Spending Habits Analysis

- Utilized Power BI and R to analyze sales data and uncover consumer behavior trends across demographics and regions. Identified key factors influencing purchasing patterns to support targeted sales strategies and improve profitability.

LEADERSHIP, EVENT AND VOLUNTEER EXPERIENCE

Career Fair Support, Chapman University (Spring 2024, Fall 2024, Spring 2025)

- Worked alongside the team to coordinate and support the organization of one of the university's largest career fairs, facilitating employer-student engagement and ensuring event execution.

Giving Day Photoshoot Participant, Chapman University (Annual Giving Programs)

- Participated in promotional photoshoots for Chapman University's Giving Day, contributing to marketing efforts that support fundraising and engagement initiatives.

Girls Who Code (GWC)

- Member of a collaborative community promoting women in tech.

Certifications & Recognition

- Data or Specimens Only Research (CITI Program)
- Tableau Desktop: Speed & Performance Optimization
- The Complete SQL Bootcamp: Go From Zero to Hero
- Provost's List (2021-2024) | Honor's Magna Cum Laude (2024)