

Christopher Gonzales

(714) 697-4136 | soraisthechirs@gmail.com | (714)6974136| <https://www.linkedin.com/in/chrisdgonzales/>

EDUCATION

California State University, Fullerton

December 2024

Bachelor of Arts in Business Administration, Business Analytics

Relevant Coursework: Database Design and Development, Data Mining, Statistical for Business Analyst, Decision Models (Linear Programming, Time Series Forecasting, PERT-CPM), Business Intelligence (Tableau, Data Visualization, IBM, SPSS), Statistics for Data Science (Quantitative analysis, Hypothesis testing, sampling distributions, Regression Analysis)

RELEVANT EXPERIENCE

Business and Data Analytics Club - Vice President, Fullerton,CA

June 2024 - Present

Vice President

- Overseeing Workshops analyze and interpret data information for Club Members in Excel, SQL, and Alteryx.
- Planned various events such as Socials, Workshops, and Data Competitions for 50+ Members.
- Led a team of 10 + board members responsible for managing teams, providing direction for each Board Member, and insights to lead next team for Data analytics.

American Marketing Associate, Fullerton, CA

June 2024 - Present

Vice President of Professional Development.

- Design workshops such as Burnout Recovery and Business Chemistry for over 100+ members.
- Strategized in planning for Marketing Week, provides benefits of AMA membership, gains insights from industry experts, and develops new skills in marketing.

Business and Data Analytics Club, Fullerton, CA

January 2024 - June 2024

BICC REP/ Board Member

- Structured and Coordinate Python, Excel, and SQL workshops for 45+ members.
- Organized a council to organize funds and host college events like Business Madness for over 1,000 students
- Interacted with 20+ plus members in operations benefit student members.

Mariners Christian School, Costa Mesa, CA

November 2020 - June 2024

Aide/ASP

- Perform over 200 hours of careful supervision to improve child development, learning, and safety.
- Partner with coworkers bimonthly to create bulletin boards themed for season or holiday for over 100 Students
- Develop new outdoor physical activities and collaborate with the Director for new weekly ideas.

PROJECTS

Alteryx Datathon (3rd Place), Use SQL, Python, Alteryx, Tableau, Excel

December 2023

- Collaborated with a team member to develop a predictive model using Excel and Python's sci-kit-learn for Multiple Linear Regression (MLR) to forecast Las Vegas hotel review scores for amenity optimization
- Crafted Tableau Charts to visually depict frequency of amenities in top- and bottom-rated hotels, aligning with and reinforcing insights derived from predictive model.
- Competed with over 70 Students Participated, and Alteryx hosted it.

Machine Learning- Project, Use Excel, XLMiner

July 2024

- Led a team operating Excel for data analysis and predictive modeling, including Multiple Linear Regression(MLR) and Regression Trees, to identify critical variables and patterns for diagnosing Alzheimer's in a machine-learning context.
- Constructed Regression trees through XLMiner to visually depict variables indicate best early diagnosis factors for patients.

SKILLS

- Certifications: Data Camp Intermediate SQL, Alteryx Foundation Micro-Credential (In-progress).
- Software and Data Analysis Tools: SQL, Python, Alteryx, Tableau, Data Analysis/Interpretation, Data Visualization, Microsoft Excel (Pivot Tables, VLOOKUP Regression Analysis, Visual Basic for Applications), Microsoft SMSS, Microsoft Office Suite, Google Universal Analytics, Microsoft 365 (Microsoft Project, Microsoft Outlook).