

# TERRA JULY RILEY

**Analyst, EDA Expert, Web Scraper & API Aficionado**

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## PROFILE SUMMARY

While I've always had a thirst for knowledge, data science has been my one true love both for the craft & the opportunity it presents to learn about the world and the people around me. I pair my data skillset with my background in communications, psychology & economics to help clients and companies discover profitable insights from their data.

## SKILLS & TOOLS

**Data Visualization:** Tableau, Matplotlib, Google Sheets Visualizations, Seaborn

**Machine Learning:** Linear & Logistic Regression, K-Nearest Neighbors, Unsupervised Clustering, Neural Networks, etc.

**Languages:** Python, SQL

## RELEVANT EXPERIENCE

**Web Scraping & APIs (Various Projects)** 10/2018 - 01/2019

- Utilized Selenium, Requests and BeautifulSoup libraries to gather information from various websites, such as: Google, Craigslist, The Blizzard Forums and Seeking Alpha, both out of curiosity and for clients.
- Also learned and used the Youtube and Reddit APIs for the same purposes.

**Youtube Toxicity (Concept Project)** 10/2018 - 11/2018

- I was curious if the youtube comment was as toxic and terrible as people said that they were. Furthermore I was curious if, should toxicity be present, if said negativity was related to the communities that creators fostered.
- At the time I got the sense that most comment sections aren't toxic, but very supportive of the creators they follow.
- Executed work with Textblob sentimentizer, Youtube API, latent dirichlet allocation and natural language processing.

**Twitter Neural Network (Concept Project)** 03/2019

- Building and improving a neural network on twitter posts to identify hate speech.

**General Assembly Data Science Immersive** San Francisco, CA

Data Science Student 08/2018 - 10/2018

- Full-time immersive student with 400+ hours of instruction in analyzing data sets for insights and presenting findings using statistics, programming, data modeling and business knowledge.
- Utilized the reddit API to obtain and explore data about specific subreddit communities to analyze sexism.
- Learned the Youtube API to understand the sentiment of each channel's community.

**Zetterre Landscape Architecture** San Francisco, CA

Web & Brand Designer 01/2018 - 07/2018

- Organized questionnaire database and provided useful insights from the data collected.
- Cleaned and organized content library and marketing databases resulting in easier use of these tools for the team.
- Worked with the owner and project leads to create multiple new websites from scratch.

## WORK EXPERIENCE

**Wicked Grounds Cafe** San Francisco, CA

Shift Lead 06/2012 - 12/2017

- Optimized ShopKeep system interface for increased ease of barista operation.
- Assisted manager in developing and implementing operational procedures to improve service quality.
- Opened and closed shop, which included counting and managing money.

**San Francisco Citadel** San Francisco, CA

House Manager 10/2011 - 12/2015

- Managed, supported and educated volunteers on their duties to ensure smooth operations for the Citadel.
- Responsible for managing payment of Citadel staff members.

## EDUCATION

**City College of San Francisco** 08/2013 - 06/2017

A.A. Degrees in Communications, Psychology, Economics, Social & Behavioral Science, Math & Science, Arts & Humanities