

# ANNA GONCHAROVA

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## EDUCATION

### UNIVERSITY OF NOTRE DAME

Master of Science in Business Analytics,  
Machine Learning concentration

Notre Dame, IN  
May 2023

### NORTHWOOD UNIVERSITY

Bachelor of Business Administration, Management Information Systems, Statistics and Mathematics concentration  
GPA: 3.9/4.0 *Summa Cum Laude*

Midland, MI  
May 2021

## PROFESSIONAL EXPERIENCE

### 21SKILLS, YAIZY

Remote

#### Product Manager, Methodology Center

Aug 2021 – Aug 2022

- Coordinated and collaborated with methodology, platform development, teaching departments to create real-time online courses for K-12
- Conducted research and analyzed market trends and data to develop 6 product maps for online courses in Computing, Entrepreneurship, and Marketing which increased student population by 30% for fall enrollment
- Managed the full cycle of course development and completed 8 course deliverables for online-based courses
- Collaborate with cross-functional teams to identify key business questions and develop data-driven solutions
- Collect, process, and analyze large datasets to generate insights and support decision-making

## PROJECT EXPERIENCE

University of Notre Dame

Grad Year

### Capstone Data Scientist

- Developed a tool to interpret member engagement with AUVSI and produce a standardized "engagement score" based on the actions of active points of contacts
- Applied data analysis techniques to deliver final product to the stakeholder and AUVSI
- Machine learning methods were used to drive the insights for the "engagement score"
- Ensured accurate and efficient data collection and storage
- Tested hypothesis based on the machine learning modeling, created 80% accuracy score to detect renewals
- Used the engagement score to identify under-engaged members, renewal risks, and upgrade opportunities
- Create retention models to reduce customer "churn" and maximize revenue among company membership holders

### Understanding hockey fans through survey data

- Conducted in-depth analysis of survey data to gain insights into the preferences and behaviors of hockey fans
- Utilized advanced techniques such as Sentiment Analysis to evaluate and interpret unstructured data
- Employed data visualization techniques, including word cloud generation, to effectively communicate and summarize the key findings derived from the survey data
- Developed a machine learning model to analyze key variables impacting fan retention

## LEADERSHIP & SERVICE

### Northwood University

Midland, MI

#### Resident Complex Advisor

Aug 2019 – May 2021

- Managed 3 Resident Advisors through weekly and bi-weekly one-on-one meetings to assess student engagements and provide creative programming for 50+ students
- Streamlined resident life processes by implementing MS Office Suites, MS Teams, and training fellow Resident Advisors in the new structure, which consolidated essential reports and paperwork

### Northwood University

Midland, MI

#### Tennis Team Captain

Aug 2020 – May 2021

- Cultivated excellent teamwork and a strong work ethic by promoting a culture of camaraderie and facilitating meetings to improve communication among team members
- Nominated for an Athlete Impact Award in recognition of valuable contribution to Northwood University

## TECHNICAL SKILLS

Proficient in R, SQL, Tableau(Data visualization), Power Bi, Python(Pandas, Scikit-learn), Business Process Improvement, MS Visual, JMP, ERP(SAP), Accounting Information Systems, Azure Data Studio(SQL), Scrum Methodology(Startup), Excel, Analytical thinking, Machine Learning modeling, Microsoft Office

## ADDITIONAL ACTIVITIES

DE&I Officer, Business Analytics Association    Tennis team representative, Student Athlete Advisory Committee, NCAA President, International Student Organization    Board Member, Delta Mu Delta