

## 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 Concentration

Midland, MI

May 2021

GPA: 4.0 /4.0 *Summa Cum Laude*

### PROFESSIONAL EXPERIENCE

#### YAIZY, 21SKILLS.INC

##### Project Manager, Methodology Center

Remote, USA

Aug 2021- Aug 2022

- Coordinated and collaborated with methodology, platform development, and 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 the student population by 30% for fall enrollment.
- Managed the full cycle of course development and completed 8-course deliverables for online-based courses.
- Collaborated 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

#### AUVSI

##### Data Analyst/Project Manager

Notre Dame, IN

Grad year

- 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 the final product to the stakeholder and AUVSI.
- Applied machine learning methods to drive the insights for the "engagement score".
- Ensured accurate and efficient data collection and storage by establishing data quality standards.
- 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.

#### University of Notre Dame

##### Business Analyst

Notre Dame, IN

Grad year

- 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

##### Resident Complex Advisor

Midland, MI

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

##### Tennis Team Captain

Midland, MI

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, PySpark), Business Process Improvement, MS Visual, JMP, ERP(SAP), Accounting Information Systems, Azure Data Studio(SQL), Scrum Methodology(Startup), Excel, Analytical thinking, Machine Learning(Bayesian, clustering, tree models, linear regression), Problem-Solving, Google Sheets, SQL collaborate, Artificial Intelligence, Accountability, Coaching

### 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, Instructor: Windsurf, Surf, Tennis, Ski, Snowboard