Alaina Holland

alainaholland27@gmail.com | www.alainaholland.com | LinkedIn/alainaholland

PROFFESSIONAL SUMMARY

Dynamic and results-driven Data Analyst with advanced degrees in Data Science and Business Administration. Expertise in developing interactive dashboards, optimizing business processes, and leveraging data-driven insights to improve decision-making and operational efficiency. Proven track record in developing strategic solutions, conducting consumer and market research, and enhancing business performance. Passionate about solving real-world problems through data analytics and real-world interpretation. Eager to contribute to innovative solutions in a collaborative environment.

EXPERIENCE

Strategy Intern, Kimberly Clark – Remote   June 2023 – June 2024

- Led cross-functional teams to define metrics for the Global Supply Chain, improving process efficiency by 20%.
- Created interactive visuals using R for Power BI dashboards, speeding up decision-making by 20% and boosting operational efficiency by 15%.
- Reduced material wastage by 10% through process optimization utilizing Excel, SQL, and Power BI.

Business Manager, Holland Gallery - Boise, ID   May 2021 - May 2023

- Adjusted business objectives and established e-commerce, generating an additional $30,000 annually.
- Executed rebranding strategy, increasing customer retention by 15% and saving $10,000 annually in marketing costs.
- Achieved a 200% increase in sales through targeted marketing, adding $50,000 annually.

PROJECTS

Masters Capstone Project: Evaluating AI Accuracy for Telehealth Diagnosis   May 2024 - Current

- Compared AI diagnoses with real cases, improving accuracy by 5% and saving $250,000 annually.
- Implemented data engineering, machine learning, predictive modeling, and visualization techniques, reducing data processing time by 40%.

Inventory Optimization Machine Learning Project   June 2024 – Current

- Developing machine learning models to predict future sales for different products, categories, and regions.
- Optimized inventory levels, reducing stockouts and overstock situations.
- Enhanced supply chain efficiency through data-driven decision-making.

MBA Student Consulting Project   January – May 2023

- Developed an interactive pricing dashboard using Python, SQL, and PowerBI, saving $50,000 annually through optimized pricing.
- Redesigned pricing processes, reducing errors by 20% and saving 100 hours annually, worth $10,000.
- Achieved $75,000 in annual cost savings and increased efficiency by 25%, worth $20,000 in labor savings.

EDUCATION

Willamette University - Salem, OR
Masters in Data Science, School of Computing & Information Sciences.   August 2023 – August 2024
Masters in Business, Atkinson Graduate School of Management   August 2022-May 2024

- Coursework: Machine Learning, Data Engineering, Cloud Computing, Survival Analysis, Power BI, Data Visualization, Benefit-Cost Analysis, Strategy, E-Commerce Analytics, Operations

Boise State University - Boise, ID   August 2017 – May 2021
BBA Supply Chain Management, College of Business and Economics
Minor in Marketing; Certificates: Business Analytics, UX Design, Nonprofit Management

SKILLS

- **Data Analytics:** Data extraction, data mining, statistical analysis, predictive analytics, Excel
- **Technical Skills:** SQL, Python, R, Hadoop, Google Cloud, statistical programming, data visualization
- **Data Visualization**: Tableau, PowerBI, Matplotlib, Seaborn
- **Research & Analysis**: Conducting and analyzing consumer, industry, and competitor trends (i.e. Porters 5 Forces, SWOT)
- **Leadership & Collaboration:** Project management, team collaboration, stakeholder engagement
- **Business Strategy:** Strategic problem-solving, logical problem structuring, business insights