

Alex Matrajt Frid

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EDUCATION

University of California San Diego's Rady School of Management

Master of Science in Business Analytics

La Jolla, CA

July 2025 — Present

University of Michigan

Bachelor of Science in Data Science (GPA: 3.7/4.0) and Mandarin Chinese (minor)

Ann Arbor, MI

Aug 2021 — May 2025

- Coursework: Database Management Systems, Intro to Machine Learning, Intro to Statistical Computing, Applied Regression Analysis, Conversational AI, Data Structures and Algorithms, Needs Assessment and Usability Evaluation
- Study Abroad: Germany - Corporate Strategy in the Chinese Context, Spain - Engineering Statistics, Sustainable Development

PROFESSIONAL AND RESEARCH EXPERIENCE

Datamazelab

Independent Researcher

Ann Arbor, MI

Aug 2024 — Apr 2025

- Built GPT-4 pipeline to extract and analyze KPI-related causal relationships from SEC 10-Q “Risks” sections, revealing main risks impacting key performance indicators for social media firms
- Designed structured prompts with strategic formatting and examples to guide model attention and improve output consistency
- Created network and time-series visualizations showing shifts in business priorities and most impacted metrics over time

Penta Labs - Sports Data Science Consulting

Soccer Data Analytics Intern

Mexico City, Mexico

Aug 2024

- Developed Voronoi-based algorithm to analyze 5,000+ match events, mapping player-controlled areas and identifying space created behind players during pressing events
- Delivered heatmaps and charts to top Mexican club, revealing defensive weaknesses and informing offensive strategy

Rem on Campus Consulting

Strategist

Ann Arbor, MI

Sept 2022 — Dec 2022

- Provided inventory tracking improvements for Colores Mexicanos, Mexican artisan goods retailer on Michigan Avenue
- Developed TikTok content strategy and designed newsletter mock-up to enhance brand visibility and drive e-commerce growth
- Presented final recommendations to owner, supported by visuals outlining key insights and implementation steps

CLUB AND ACADEMIC EXPERIENCE

CaloriQ

Database and AI Team Leader

Ann Arbor, MI

Jan 2025 — Apr 2025

- Engineered personalized prompts for DeepSeek R1 to generate weekly meal and workout plans tailored to user profiles
- Built PostgreSQL database to store user data, integrated with DeepSeek's API for automated plan generation
- Created an empathetic support chatbot to answer questions and help users manage guilt or anxiety related to their fitness journey

Michigan Data Science Team

Data Scientist

Ann Arbor, MI

Jan 2024 — May 2024

- Performed in-depth EDA on University of Michigan's Rate My Professor dataset using Python Pandas, uncovering key trends
- Analyzed thousands of professor reviews using Python NLTK to uncover trends in student feedback
- Presented findings to 100+ attendees using custom-built interactive Streamlit app to explore sentiment trends across courses

Other Projects

Dog Breed Classifier (CNN), Predicting Survival in the ICU (Logistic Regression Classifier), Friend-Making App UX Study

SKILLS

Programing: Python (Pandas, Numpy, Matplotlib, Pytorch, Scikit-learn) | R (Tidyverse, dplyr, ggplot2) | SQL | C++

Analytics & Databases: ML (Regression, Classification, Clustering, Neural Networks) | EDA | Regex | SQLite | PostgreSQL | JDBC

Tools & Other Skills: Excel | GitHub | Jupyter | RStudio | UX Research | Prompt Engineering | Transfer Learning | Network Analysis

Languages: Spanish (Native) | English (Fluent) | Mandarin (Advanced)