

# ALYSSA LUNG

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## EDUCATION

**University of California, Los Angeles (UCLA), Los Angeles, CA**

June 2024

*Bachelor of Science in Statistics and Data Science, Minor in Entrepreneurship*

- Cumulative GPA: 3.8
- Related Coursework: Advanced statistical analysis, data modeling, business management, mathematical theory

## EXPERIENCE

**Ellevoy**

**Los Angeles, CA**

*Market Research and Product Strategy Intern*

*October 2023 – Current*

- Developed a detailed competitive analysis of female-focused investment platforms, deal management systems, and community networks to establish product-market fit.
- Integrated a web scraper to automatically find previous financial investments and company information, sending results into an organized and user-friendly CRM.
- Collaborated with founders to build pitch decks and one pager used during investor pitches and industry meetings.

**FTI Consulting**

**Los Angeles, CA**

*Data & Analytics Intern | Excel, SQL, Python, Tableau*

*June 2023-August 2023*

- Developed a Python script to streamline data extraction and organization from PDF documents, resulting in a substantial reduction of manual parsing efforts.
- Conducted a market and economic analysis to identify the distributors and pharmacies primarily responsible for fueling the opioid epidemic, displaying results in interactive Tableau dashboards.
- Assisted in developing a model to predict the most racially equitable client locations for a pro-bono case, working directly with the client.

**UCLA Office of Advanced Research and Technology**

**Los Angeles, CA**

*Data Analyst Lead | Excel, Python*

*June 2022-September 2023*

- Determined effectiveness of Ally accessibility tool by developing KPIs from research across various UCLA departmental data sources, providing supplemental data visualizations.
- Led and managed a hands-on intervention plan, improving course accessibility scores by 30% using data-driven results and collaborating with faculty.

**Associated Students UCLA Marketing**

**Los Angeles, CA**

*Data Analyst | Excel, Python, R*

*January 2022-June 2023*

- Employed statistical methods, models, and data queries to identify issues and opportunities across various projects, resulting in a notable average increase of 10-20% in promotions and customer retention rates.
- Improved user interaction with emails by 10% through regression analysis, effectively determining optimal send times and significantly enhancing click and open rates.

## PROJECTS

**Text Extraction of Wine Labels | Python**

*DataRes June 2023*

- Proficiently enhanced an OCR wine label model by designing and implementing an advanced preprocessing script to significantly improve image clarity, rectify skewness, and reduce noise interference.
- Utilized OpenCV and EDSR models to produce high-resolution images to feed into the OCR model.
- Collaborated closely with developers to implement enhancements within the Flask App, ensuring optimal functionality and user experience.

**Modeling Gold and Bitcoin Prices | Python**

*June 2022*

- Determined whether to buy, sell, or hold an asset by creating predictive models using stochasticity and moving averages alongside KPIs.
- Optimized ratio of gold to bitcoin to generate the greatest profit by forty-fold through experiments testing four different strategies and metrics to improve portfolio value.

## SKILLS

- **Programming Languages:** Python, SQL, R, C++, Java, HTML
- **Technologies/Applications:** Tableau, A/B testing, machine learning, natural language processing, statistical modeling, data ETL, Pandas, Numpy, tesseract, Seaborn, Matplotlib, Sci-kit learn, Airtable
- **Involvement:** DataRes Data Consultant, Pi Beta Phi, Catalog model
- **Interests:** Practicing and teaching yoga, attending concerts, travelling, thrifting, cooking, art