AMELIA MEYER

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EXPERIENCE

Data Analyst III   Jul 2022 - PRESENT
Magic Touch Software   *San Marcos, CA*

- Develop ad-hoc using `SQL` and Crystal Reports to monitor sales and customer turnover to market effectiveness across 200+ client labs
- Design `Power BI` dashboards using `Python` that improve product training insights and reduce support ticket volume by 15%
- Lead data cleaning and integration for a fragmented customer database, improving reporting accuracy and campaign segmentation by 25%
- Create automated monthly performance reports in `Excel`, reducing manual reporting time by 40 hours/month
- Support business retention strategy by uncovering trends in product usage and helping increase customer retention by 10% year-over-year

Data Analyst   Jan 2019 - Jun 2022
UCSB Interdisciplinary Collaboratory   *Goleta, CA*

- Helped researchers collect and analyze Twitter data using `twarc`, and contributed documentation to the GitHub project so others could use the tools more easily.
- Led workshops for students and faculty on data skills like `SQL`, `Python`, and geospatial analysis, making technical topics more approachable for over 100 attendees.
- Built speech-to-text models using Azure's APIs to transcribe over 40 hours of English and Chinese interviews with 85%+ accuracy.

PROJECTS

Mood Prediction from Spotify Audio Features:

- Built a binary classifier to predict whether a song is happy based on Spotify audio features such as danceability, energy, and acousticness
- Created labeled dataset from valence scores (valence   0.5 = happy).
- Trained and evaluated four models (Logistic Regression, Random Forest, SVM, XGBoost), achieving 0.72 accuracy and F1 score with Random Forest
- Tools: Python, Pandas, NumPy, Scikit-learn, XGBoost, Matplotlib, Seaborn, Jupyter, Git/GitHub

NLP with Amazon Reviews

- Developed a supervised machine learning pipeline to classify Amazon product reviews (500K+ records) into 1–5 star ratings using only review text.
- Engineered text features via tokenization, stopword removal, sentiment scoring (TextBlob), bigram extraction, and LDA-based topic modeling.
- Compared Naive Bayes, Logistic Regression, and Random Forest classifiers; achieved an F1 score of 0.81 in predicting customer satisfaction.
- Tools: Python, scikit-learn, Pandas, Gensim, CountVectorizer, Seaborn, Jupyter

SKILLS

Languages	English (Native), German (Proficient)
Programming Languages	R, Python, SQL, SAS, Git, Markdown, Bash, HTML, CSS, PySpark
Software Framework	twarc, Github, Sklearn, Raster, TensorFlow, Tableau, Excel, Power BI

EDUCATION

University of California, Santa Barbara   2018 - 2022
BS in Statistics and Data Science