Anna Heppelmann

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Work Experience

Madison Square Garden Entertainment

Insights and Analytics Student Associate   June-August 2024

- Wrote original SQL queries for large data sets to automate decisions for the HR team
- Constructed dashboards in Tableau, comprising of aesthetic graphs to optimize data analysis
- Created a framework in excel to check discrepancies between dashboards and data sets, which allowed for more efficient spot-checks
- Provided key performance indicators such as employee activity that drove profitability for stakeholders
- One of 50 interns selected from 14,000 applications; collaborated with associates across departments to present a capstone project to senior management, showcasing how various departments collaborate to make MSG successful

Christina Relations

Public Relations Intern   January-April 2023

- Conducted market research identifying client opportunities and presented findings to firm founders
- Built a custom excel template to track reach-outs and interaction with clients across a wide range of industries
- Produced press releases for clients highlighting their recent successes and created pitch books for prospective clients

Education

University of California, Los Angeles   2021-2025

Statistics & Data Science and Communications Double Major

Relevant Courses

- Programming with R
- Calculus of Several Variables I and II
- Data Analysis and Regression
- Linear Algebra
- Mathematical Statistics
- Statistical Models and Data Mining
- Design and Analysis of Experiment
- Communication Technology and Digital Systems

Projects

Kaggle Competition: Obesity Status Prediction   December 2024

Data Analyst*

Utilized a training set consisting of 32,000 observations with 29 total predictors and cleaned data

Selected the best predictors using various methods, such as the BIC, for variable selection and found the VIF

Ultimately used a Random Forest model with 10 trees, receiving a final r-squared score of 0.96 for the testing dataset

Report and Website: Covid-19's Impact on Youth Education   July 2023

Researcher and Data Visualization Specialist

Cleaned data consisting of 33,000 entries and over 25 predictors to highlight Covid-19's impact on education
Created interactive maps and graphs in Tableau along with a written report analyzing the findings
Utilized wireframe to build an user-friendly website that was featured on the UCLA Digital Humanities page

Additional Information

Coding Languages

SQL, R, Python

Technical Skills

Microsoft Office, Tableau, Adobe InDesign and Photoshop

Certifications

Bloomberg Market Concepts (BMC), Columbia University's Introduction to Python