Rebecca Driever

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PROFILE

Master of Science in Business Analytics candidate at UC Davis experienced in regression modeling, income tracking, and data analysis. Seeking a data-focused position in an entertainment or technology company to utilize quantitative acumen to drive business growth.

Specialties: Exploratory Data Analysis, Data Visualization, Big Data Analytics, Machine Learning, NLP, KPI Tracking

Technologies: R, SQL, Python, Tableau, PySpark, MySQL, Redshift, MongoDB, AWS, Google Cloud Platform (GCP)

EDUCATION

University of California, Davis	**San Francisco, CA**
Master of Science, Business Analytics	Expected June 2020
Loyola University New Orleans	**New Orleans, LA**
Bachelor of Business Administration, Business Analytics & Music Industry	May 2019

PROFESSIONAL EXPERIENCE

Robert & Margrit Mondavi Center for the Performing Arts	**San Francisco, CA**
Graduate Business Analyst, Practicum Project	October 2019 – Present

Through Mondavi Center partnership with UC Davis, part of team aiding the venue in pricing and ticketing decisions

- Conduct EDA on over 300,000 transactions using R to help client understand current business model
- Build interactive seating chart dashboards using Tableau to track performance of each seat and aid in pricing decisions and experimentation; initial test of new pricing model led to revenue 15% over goal
- Cluster shows based on demand curve using Python and translate into Microsoft Excel tool to alert unexpected trends in sales for a particular show

SmartBiz Loans	**San Francisco, CA**
People Engagement Intern	June 2019 – October 2019
Data Science Intern	October 2019 – Present

After completion of initial internship, company created data science role due to analytical and business acumen

- Analyze repeat applicant success rates in the sales funnel to determine optimal timing for marketing and outreach using SQL, Python and Jupyter notebooks
- Develop machine learning models to predict likelihood of applicants successfully receiving funding from a specific bank or financial institution
- Automate decision engine that determines if loan application meets requirements set by bank partners
- Build out visualizations of KPIs using Tableau connection with MySQL and Redshift databases for consumption by cross-functional teams including marketing, lending operations, and product

AudioSalad	**New York, NY**
Business Development Intern	May 2018 – August 2018

- Managed metadata for various record labels with catalogs ranging from 100 – 10,000 tracks
- Handled YouTube client manager, managing claims on videos and resolving music ownership conflicts

Spirit Music Group	**New York, NY**
Income Tracking Intern	May 2017 – August 2017

- Investigated licensed and unlicensed uses of compositions to find areas of missed revenue
- Tracked income from mechanical, synch, and performance sources for catalogs and songs, ensuring appropriate income was collected

LEADERSHIP

Loyola Student Government Association Director of Finance	May 2018 – May 2019
Loyola Women in STEM VP/Co-Founder	August 2018 – May 2019
Delta Gamma Fraternity	December 2017 – December 2018
VP: Membership & Honor Board: junior member	