

# BRITT HOOVER

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## EDUCATION

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**University of Iowa, Tippie College of Business, Iowa City, IA**

May 2025

B.B.A., Business Analytics and Information Systems, Minor: Psychology

GPA: 3.83 | Dean's List (All Semesters) | Graduated With Distinction

**Coursework:** Data Mining, Data Wrangling, Information Visualization, Computational Thinking, Database Management, Information Systems, Introduction to Marketing Strategy, Operations Management

## SKILLS & TOOLS

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Excel | Python | PowerPoint | Tableau | Sentiment Analysis | Project Management Foundations (LinkedIn Learning)  
Customer Service | Communication | Organization | Time Management | Problem-Solving | Collaboration

### Projects:

#### Aflac Text Analytics Capstone Project

- Took initiative in managing team organization by assigning tasks, setting deadlines, and keeping the team on track
- Collected user comments from Reddit, Quora, and Trustpilot using Python tools and coordinated with teammates to compile cross-platform datasets
- Applied keyword-driven topic tagging and VADER sentiment scoring to evaluate brand and product perception
- Delivered insights in a professional client presentation and written report

#### SQL Analysis of NBA Players

- Cleaned and pre-processed data using Excel and applied SQL to analyze NBA player statistics
- Extracted insights through querying, aggregation, and classification to identify trends and key metrics

#### Analysis of Movie Success Factors

- Designed and managed a full analysis pipeline from data cleaning to final visualization in Tableau
- Created interactive dashboards with dynamic filters to explore trends in box office success and ratings
- Applied forecasting and clustering techniques to support data-driven insights

#### Python Data Analysis of NYC Housing Rates: Airbnb vs. Craigslist

- Scraped and cleaned Craigslist apartment listings using Selenium to create a structured dataset
- Merged Craigslist data with an Airbnb dataset to analyze pricing disparities across NYC neighborhoods

## WORK EXPERIENCE

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**Front Desk Receptionist, Howard Leisure Center, Niles, IL**

May 2023 – August 2024

- Managed front desk operations, including scheduling, registration, and handling daily documentation
- Resolved inquiries and issues efficiently while maintaining a professional and organized environment
- Balanced multiple administrative responsibilities in a high-traffic setting, ensuring accuracy and consistency in day-to-day tasks

**Delta Delta Delta Women's Fraternity, University of Iowa, Iowa City, IA**

Fall 2021 – Spring 2025

- Contributed to fundraising initiatives supporting St. Jude Children's Research Hospital
- Marketing Committee: Assisted in capturing and curating high-quality images for social media

**Concession Stand Attendant, Village of Lincolnwood, Lincolnwood, IL**

May 2019 – Sept. 2019

- Assisted customers, processed transactions, followed food safety standards, and prepared food across multiple stations during busy shifts