

Brett Loy

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EDUCATION

University of California, Davis

Bachelor of Science in Statistics – Data Science Track, Minor in Mathematics

September 2021 – June 2025

Davis, CA

EXPERIENCE

Entrepreneur

Prime Cuts Barber Company

March 2020 – Present

Foster City/Davis, CA

- Established successful barber business using entrepreneurial skills and self-promotion resulting in 70+ clients
- Delivered premium barbering services, ensuring exceptional quality, resulting in high client retention and loyalty
- Executed a multi-channel outreach plan and built a strategic social media presence, leading to increased visibility.
- Utilized Microsoft Excel to track financial transactions and customer data, maintaining high attention to detail

VP of Finances

Tau Kappa Epsilon

September 2022 – December 2023

Davis, CA

- Applied Excel skills to organize and maintain clear, accurate financial records easily accessible to head leadership.
- Coordinated with executive team to design effective budget for events leading to positive budget variance
- Managed an annual budget of \$10,000 and over \$45,000 in rent, overseeing all financial transactions, expense tracking, and budget allocation to ensure responsible chapter spending

PROJECTS

Airbnb Market Trends Analysis | *SQL, SQLite, Tableau, Python (pandas)*

- Cleaned and structured a raw 50,000+ row Airbnb listings CSV using SQL (SQLite) by selecting key columns, handling null values, converting price fields to numeric, and filtering out outliers for analytical accuracy
- Designed complex SQL queries to extract insights on pricing trends by neighborhood and room type distribution
- Developed a dynamic Tableau dashboard to visualize average prices, review scores, and property availability by neighborhood and room type, enabling intuitive exploration of market trends
- Demonstrated end-to-end data analysis workflow including data cleaning, querying, and interactive data visuals

Heart Disease Risk Factors | *R, dplyr, ggplot2, epitools*

- Performed exploratory data analysis on a 250K+ row CDC BRFSS dataset, visualizing trends using histograms and correlation heatmaps to uncover key health indicators associated with heart disease.
- Engineered new features by combining categorical predictors (e.g., fusing general health and age) to test interaction effects using entropy-based methods, improving understanding of additive vs. synergistic variable impacts.
- Presented findings through clear data visualizations and statistical summaries, effectively communicating insights on key health risk factors to inform public health strategies and predictive modeling efforts.

Restaraunt Revenue Prediction | *Python, pandas, numpy, matplotlib*

- Built predictive models using linear regression, QDA, and SVM to forecast restaurant revenue based on features such as customer count, marketing spend, and menu pricing, achieving up to 94.6% classification accuracy
- Applied resampling methods including cross-validation and bootstrapping to evaluate model generalizability, ensuring robustness across training and test splits for high variance data.
- Visualized classification boundaries using LDA and QDA, providing interpretable insights into how business metrics separate high- and low-performing restaurants across defined revenue tiers.

SKILLS

Languages: Python, SQL, HTML/CSS, R

Developer Tools: Tableau, Microsoft Excel, Word, and Power Point, Latex, VS Code, Git

Relevant Coursework: Applied Statistical Methods: Analysis of Variance and Regression Analysis, Multivariate Data Analysis, Data & Web Technologies for Data Analysis, Big Data & High Performance Statistical Computing, Practice in Statistical Data Science