

Caitlin Nguyen

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EDUCATION

Chapman University, Orange, CA

August 2021 – May 2024

Bachelor of Science in Business Administration/ Minor in Data Analytics

- **Honors & Awards:** Dean's Honor List
- **Related Coursework:** Financial Management, International Trade and Finance, Statistics and Econometrics, Product Development, Operations Management, Operational Management, Marketing Analytics, Management Information Systems, Ethic in Business, Intro to Marketing, Digital Marketing, International Business Marketing, Intro to Business Statistics, Enterprise Data Management, Econometrics, Introduction to Data Science, Applied Business Analytics, Statistical Models in Business Analytics, Database Management

EXPERIENCE

Rowan Consulting, New York City, NY

January 2024- June 2024

Management Consulting Intern

- Implemented advanced analytics solutions to optimize business processes and drive data-driven decision-making.
- Managed and executed projects in E-Business, IT, and Business Development, showcasing multitasking and cross-functional team collaboration skills while meeting rigorous deadlines and quality standards.
- Enhanced communication and presentation abilities through active engagement in project planning and client interactions, gaining diverse industry insights and expertise.

Cambrian Healthcare – Long Beach, CA

Respite Caretaker and Personal Assistant Service

January 2024 – Present

- Ensured compliance with healthcare standards and regulations in daily operations.
- Efficiently communicated with client's family members on condition and progress to effectively promote behavioral progress
- Maintained and updated work report documentation and complete communication with client that would ensure 100% satisfaction dependent on specific needs

Willbii Design and Build, San Marino, CA

May 2023- July 2024

Executive Assistant / Office Administrator

- Utilized advanced Excel functions and data analysis tools to manage and analyze large datasets, optimizing inventory and sales operations across multiple e-commerce stores.
- Streamlined e-commerce operations by developing and maintaining data-driven reports and dashboards, providing actionable insights for decision-making and performance improvement.
- Managed website content and functionality, ensuring seamless user experience and integration with e-commerce platforms, while collaborating with cross-functional teams to ensure data accuracy and integrity, enhancing customer satisfaction and driving revenue growth.

SKILLS

Programming Languages: Python, R, SQL, JavaScript, C, HTML, MATLAB

Data Visualization: Power BIs, Tableau, Microsoft Excel, Looker

Data Management and Analytics: Databricks, Snowflake, SAS

Workflow Management: Apache Airflow, Outlook, Visio

Cloud Services: Azure, Alteryx

Version Control: GitHub

CRM Tools: Salesforce, Zendesk

Operating Systems: ISO, UNIX, macOS, Linux, Oracle, Unix

Project Management: Project Manager Skills, Project Management Methodologies, Compliance, Cost Accounting, Business Strategy, Decision Making, Problem-Solving, Data Modeling, Data Analysis, Data Mining, Problem-solving, Machine Learning, Advanced Analytics, Data Solutions

Communication: Verbal and Written communication skills, attention to detail, team player

DATA ANALYTICS PROJECTS

Financial Profiles: A Study of Mortgage Solvency

- Provided evidence-based strategies to predict mortgage defaults using a decision tree algorithm and estimate client income using lasso/ridge regression models.
- Examined a dataset of 34,000 active mortgages to identify reasons behind loan defaults and predict total income for clients by using advanced analytics.
- Utilized data preprocessing, model training and validation, decision trees, lasso regression, and ridge regression techniques.
- Employed performance metric analysis (confusion matrices, RMSE) for model assessment.
- Results: Identified key predictors of mortgage defaults with a decision tree accuracy of 63.94%, and demonstrated the utility of lasso and ridge regression models in income prediction with RMSE values around 76,360.

Strategizing for Spotify: Enhancing Playlist Placement Opportunities

- Prioritization provided evidence-based strategies to increase the likelihood of artists' songs being featured on Spotify's "New Music Friday" playlist.
- Examined business objectives influencing song placements on Spotify's "New Music Friday" playlist, offering strategic insights and recommendations for artists and music labels to enhance visibility and streaming performance.
- Utilized SQL and data warehouse technologies for data management and analysis.
- Employed project management skills to coordinate research and analysis efforts.
- Results: Demonstrated that artists with higher solo streaming numbers and those experiencing a surge in daily streams are more likely to have their songs featured on Spotify's "New Music Friday."

Analyzing Twitter Sentiment for Airlines

- Improved the operational effectiveness and consumer happiness of airline firms by examining the sentiments expressed in tweets.
- Focused on analyzing a dataset of tweets mentioning various airlines, involving data cleaning, exploratory data analysis (EDA), and sentiment analysis.
- Utilized Excel for data manipulation and SQL for database management.
- Defined and tracked key performance indicators (KPIs) such as sentiment scores and engagement rates.
- Results: Identified main causes of negative sentiments, such as late flights and customer service issues, and provided actionable insights to improve customer service and operational strategies.

CERTIFICATIONS

The Fundamentals of Digital Marketing, Google Analytics for Beginners, Harvard University: CS50's Introduction to Computer Science, Bloomberg Market Concept Certification, Chapman Applied Statistical Analysis, Calbright College Introduction to Data Analysis

DATA ANALYTICS PORTFOLIO

<https://github.com/cnguyen180/caitlinnguyen.github.io>