

# PASCHALINA PARASCHOU

(901) 728-8543 | [paraschouelina@gmail.com](mailto:paraschouelina@gmail.com) | [www.linkedin.com/in/elinaparaschou](http://www.linkedin.com/in/elinaparaschou)

---

## WORK EXPERIENCE

### Brightly, Siemens Company

*Data Analyst Consultant (Capstone Project)*

**Washington, DC**

*Feb 2024 - Present*

- Engineer a machine learning model for anomaly detection using Python and TensorFlow which achieved 95% accuracy
- Devise interactive web app in R using predictive algorithms to predict future work order fields based on users' input
- Detect and decode client trends within intricate datasets to optimize work order submission process tailored for each client

### American University

*Graduate Assistant, Data Analytics*

**Washington, DC**

*Aug 2023 - Present*

- Collect historical data from multiple datasets into a unified database to improve program insights and cost-saving measures
- Implement data cleaning protocols and documentation processes, enhancing team communication and data accuracy by 30%

### ALSAC/St. Jude Children's Research Hospital

*Financial Analyst*

**Memphis, TN**

*Feb 2022 - June 2023*

- Managed budgetary and forecasting activities across five different divisions (\$30M+)
- Created interactive dashboard on Excel to analyze expenses and enhance projections using Power Query
- Developed reports to monitor actuals vs. forecast against budget and was asked to present insights to c-suite executives
- Led budget reductions for five teams amid an organization-wide restructuring and delivered analysis two weeks ahead of deadline

### Center for Transforming Communities

*Finance & Accounting Intern*

**Memphis, TN**

*Sep 2021- Dec 2021*

- Built new system to automate reimbursement request process, cutting processing time by 50%
  - Trained twenty employees in utilization of automated software (Power Automate)
- 

## LEADERSHIP EXPERIENCE

### Kogod Women in Business

*President*

**Washington, DC**

*Aug 2023 - Present*

- Coordinate on campus career workshops and networking events ranging from 10-100 participants

### Google Hackathon 2<sup>nd</sup> Place

*Team Leader*

**Washington, DC**

*Apr 2024 – Apr 2024*

- Conducted exploratory data analysis using BigQuery and Looker Studio to analyze historical tsunami data within a two-hour timeframe and prepare a ten-minute presentation on Google Cloud Platform

### MIT First Pitch Case Competition 2<sup>nd</sup> Place

*Team Leader*

**Boston, MA**

*Feb 2024 – Mar 2024*

- Utilized Python, R, and Tableau to apply random forest, regression, association rules, and time series for forecasting NASCAR's ticket sales rate, revenue, and purchasing patterns

### Kogod Case Competition 3<sup>rd</sup> Place & Best Individual Presenter Award

*Team Leader*

**Washington, DC**

*Jan 2024 – Feb 2024*

- Performed market and financial analysis within the EV industry, identifying trends, opportunities, and proposing expansion plans for Lightility, a private EV company in MD

### AGA Datathon Finalist Top 3 out of 15 schools

*Team Leader*

**Washington, DC**

*Oct 2023 – Oct 2023*

- Conducted OLS regression analysis using R to assess federal funding impact in NY business and identify funding disparities
- 

## PUBLICATIONS

- Paraschou, P. "The Walmart Effect: Blueprint for Small and Medium Size Businesses." *Kogod Sustainability Review*, 2023
- 

## EDUCATION

### American University, Kogod School of Business

*Master of Science in Business Analytics*

**Washington, DC**

*August 2024*

### Rhodes College

*Bachelor of Arts in Business*

Specialization: Finance; Minor: Russian

**Memphis, TN**

*May 2022*

---

## SKILLS

**Programming:** R, SQL, Python, PyCharm, Jupyter Notebooks

**Software:** Microsoft Office Suite, Power BI, DAX, Tableau, Bloomberg Terminal, Hyperion, Microsoft Access, VBA, VLOOKUP

**Machine Learning Algorithms:** PCA, Neural Networks, Decision Trees, Random Forest, K-Means, Natural Language Processing

**Statistical Analysis:** Regression, Hypothesis Testing, Time Series Forecasting, Cluster Analysis

**Language:** Greek (Native), English (Native), Russian (Advanced), Spanish (Advanced)