Riley Farrell

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EDUCATION

Masters of Science, Information Systems

University of Washington, Foster School of Business · Seattle, WA · Expected June 2025 · 3.89
· **Data Engineering Courses:** Advanced Database Systems and Data Warehouse(s), and Managing in the Era of Cloud Computing.
· **Data Analytics Courses:** Advanced Machine Learning, Business Data Analysis and Data Warehousing, Fundamentals of Machine Learning and Business Analytics, Machine Learning and Artificial Intelligence for Business Applications.

Bachelor of Science, Business Administration

Minor in Economics · University of Oregon (UO), Lundquist College of Business · Eugene, OR · October 2019-June 2023 · 3.87
· Awarded 4 different merit-based scholarships—Lundquist College of Business.
· Made Dean's list 7 times.

SKILLS

Data Engineering Skills: Data pipeline creation (Databricks), data integration, data transformation, data modeling, advanced SQL (PostgreSQL)

Data Analysis Skills: Data visualization (Power BI), statistical analysis, data storytelling, data validation, problem-solving, machine learning basics, Python (Pandas, NumPy, Seaborn, Matplotlib, Sklearn, PyTorch), Excel

CERTIFICATION

Data Analyst Certificate

DataCamp · 2025
· Scored 188 on DA101 certification (119% above required average of 86) demonstrating advanced analytical proficiency.
· Achieved score of 148 on DA202 certification, surpassing required average of 80 by 85%.
· Completed 100+ hours of comprehensive training in SQL, Python, data management, and visualization.
· Passed rigorous 2-part certification with technical report and business stakeholder presentation components.

PROJECTS

Master Schedule Builder for Local High School

Registrar's Office, Chico High School · August 2024 – Present
· **Problem:** Addressed a 3-month manual scheduling process causing high student conflict ratios and resource imbalances at a local high school.
· **Solution:** Developed advanced scheduling system using custom Registrar LLM agent and Gurobi optimization on AWS instances.
· **Results:** Reduced scheduling process from months to hours while minimizing conflicts for 1,600 students.

Sales Strategy Optimization Project

DataCamp Analytics Certification · tinyurl.com/43jcpxvb · January 2025 –January 2025
· **Problem:** Sales team needed to determine most effective and time-efficient sales approach for new product line.
· **Objective:** Analyze sales channel performance data to optimize resource allocation and revenue generation.
· **Impact:** Created revenue efficiency metric that identified highest-performing channels and delivered strategic recommendations for sales team resource allocation and customer targeting.

EXPERIENCE

Cintas (Fortune 500 company, $8B revenue in 2023, Fire Protection Division)

Management Trainee   July 2023 – June 2024, Seattle, WA
· Analyzed survey data from 500+ respondents using Python, identifying key themes and cross-selling pain points for VPs.
· Cataloged 7,000+ inventory items worth $40,000, improving stock management and enabling future sales opportunities.
· Led onboarding for a top 10 client, overseeing fire extinguisher services and training new operations employee on-site.

Stormrider, LLC

Founder   January 2022-June 2023, Eugene, OR
· Developed an innovative skateboard accessory, managing product development, research, and market potential to enhance viability.
· Conducted A/B testing of different prototypes to optimize product design and functionality.
· Competed in Invent Oregon's 60-day product pitch competition, creating a product and securing 2nd place with a $7.5K prize.
· Raised $12.5K for the company through successful pitch competitions and innovation grants, supporting ongoing projects.