Hannah Sky Gonzalez

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EDUCATION

University of California, San Diego — Sept. 2023 – June 2027
Bachelor of Science, Data Science & Bachelor of Arts, International Business, Minor in Accounting — *La Jolla, CA*
Coursework: Data Structures and Algorithms for Data Science, Theoretical Foundations of Data Science, Linear Algebra, Econometrics, Product Marketing and Management, Enterprise Finance, Microeconomics, and Macroeconomics.

EXPERIENCE

Research Assistant Intern — June 2025 – August 2025
LOZO — *Shanghai, China*
- Improved student report save functionality and reduced re-entry time for 100+ students and teachers by conducting UX testing across 3 user groups and creating Google UX-style authentic personas.
- Delivered actionable competitive insights on website UI and AI speech analysis tools by analyzing 1 direct and 1 indirect competitor and presenting findings via Canva and Google Docs through the use of competitive analysis.
- Increased student participation by 30% by observing 27 lessons across 8 coaches and recommending curriculum adjustments in note-taking and lesson flow.

Market Research Mentor — Apr. 2025 – June 2025
Women in Business, UC San Diego — *La Jolla, CA*
- Guided a team of 5 students to conduct qualitative market research on Spotify's AI personalization by mentoring and assigning research tasks, resulting in thorough analysis of competitor features and user experience.
- Developed and delivered a professional PowerPoint presentation to 100+ students by synthesizing findings into 3 actionable recommendations—enhancing AI modeling, improving customer interaction, and increasing popularity through media—while coaching team members on analysis and presentation skills.

Market Research Intern — Oct. 2024 – Dec. 2024
Women in Business, UC San Diego — *La Jolla, CA*
- Evaluated Clara AI's bot functionality and market opportunities by conducting SWOT and competitor analyses, providing insights for strategic recommendations.
- Generated actionable insights by designing surveys, analyzing 20+ data points, and creating visualizations in Google Sheets to highlight consumer behavior and preferences.
- Communicated research findings to 100 peers by presenting key recommendations, demonstrating strong analytical, collaboration, and presentation skills.

PROJECTS

League of Legends Analysis | *Python, HTML, Pandas, Plotly, Scikit-learn*
- Predicted player positions with 77.3% accuracy by performing exploratory data analysis on 19,692 rows and 161 columns from 2025 competitive League of Legends matches, identifying key features such as kills, deaths, DPM, and monster/minion kills.
- Ensured unbiased model performance by conducting hypothesis testing and fairness analysis across low- and high-kill groups (p-value = 0.056), validating parity in position prediction.
- Improved predictive accuracy by 4% over baseline by engineering combined metrics (e.g., total kills, objective contributions) and scaling features, translating complex gameplay data into actionable insights for competitive strategy analysis.

Twitter Sentiment Analysis | *Python, Jupyter Notebook, Pandas, SciPy, Plotly, Regex*
- Conducted sentiment analysis on 1.6M tweets and filtered 195 relevant college-related posts to identify a 25% increase in negative sentiment during finals week, revealing emotional patterns of undergraduate students across a Spring quarter.
- Applied hypothesis testing (t-test, $p < 0.05$) to confirm a significant correlation between high-stress periods and negative sentiment, validating elevated anxiety and depression-related discussions during midterms and finals.
- Streamlined data wrangling and cleaning, normalizing dates and removing irrelevant columns, enabling efficient analysis and actionable insights on academic stress and mental health.

TECHNICAL SKILLS

Languages: Python, Java, SQL, HTML, R.
Frameworks: Pandas, NumPy, Matplotlib, SciPy, scikit-learn, Seaborn, Plotly, OpenCV, PostgreSQL, SQLite.
Developer Tools: Git, Github, VS Code, IntelliJ, Conda.