

Ilana Baer

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EDUCATION

University of Michigan School of Information **Ann Arbor, MI**
Major: Information Analysis, Minor in Statistics **May 2021**

GPA: 3.63/4.0

Relevant Coursework: Argumentation and Debate, Critical Internet Studies, Data-Oriented Programming, Information Studies, Microeconomics, Multivariable Calculus, Statistical Computing, Statistics and Data Analysis

iXperience

Course: Data Science **Lisbon, Portugal**
June 2018 - July 2018

Relevant Coursework: Programming in Python, Data Cleaning and Preparation, Web Scraping, Data Visualization in Python, Predictive Models and Statistical Analysis, Machine Learning, Regression, Cluster Analysis

Menlo-Atherton High School

GPA: 4.03/4.0(weighted) **Atherton, CA**
June 2017

WORK EXPERIENCE

Dor Technologies (Commercial Foot Traffic Counter) **San Francisco, CA/Remote**
Data Science Intern **May 2019 - Present**

- Develop and utilize a time series model through Facebook's Prophet to forecast future foot traffic in retail stores based on suspected influential data points as well as analyze past data for important insights through trend and seasonality components
- Create an efficient anomaly detection model based on forecasting errors to explain significant foot traffic deviations
- Build and develop a prototype forecast dashboard via Periscope that projects, analyzes, and visualizes future peak foot traffic periods in comparison to historical data

comOn Group (User Marketing Agency)

Data Science Intern **Lisbon, Portugal**
July 2018 - August 2018

- Led "Connected Hood" data analysis project to enhance employee experience and office utilization in a start-up collaborative workspace
- Developed dashboard in Power BI featuring usage heat map created with synoptic designer and interactive office space/date/time connectivity grid

RELEVANT EXPERIENCE

University of Michigan School of Information **Ann Arbor, MI**
Undergraduate Research **November 2018 - Present**

- Support graduate research project to detect incivility in social media through artificial intelligence
- Label series of texts based on codebook to gain insights about the nature of social media toxicity
- Use machine learning to distinguish between self-posts from two different subreddits

iXperience

Business Development **Ann Arbor, MI**
December 2018 - March 2019

- Conducted outreach to connect iXperience program with organizations on University of Michigan campus
- Utilized media channels and social networks to build interest

LEADERSHIP & EXTRACURRICULARS

American Cancer Society at University of Michigan **2018 - Present**

- On-campus club that annually fundraises for cancer research, patient resources, and care facilities

University of Michigan Basketball, Broomball Intramurals **2017 - Present**

Menlo-Atherton Varsity Basketball Captain **2015 - 2017**

University of Michigan Math & Science Scholars Program **2016**

- Intensive study of Graph Theory including algorithm creation, model reality, and construction of mathematical proofs

Jewish Teen Foundation Board Member **2016**

- Researched and solicited proposals from 501(c)(3) organizations, collectively fundraising over \$60,000 for selected non-profits

SKILLS & INTERESTS

Technical Skills: Proficiency with Python, SQL, Periscope, Power BI, Tableau; Familiarity with R, HTML, UX (User Experience)

Interests: Basketball and sports statistics, online media culture, mathematical and jigsaw puzzles, women in sports/tech