Joanna Rashid

650 224-8468 • joannakrashid@gmail.com • joannarashid.github.io/portfolio/ • linkedin.com/in/joannarashid/ • Palo Alto, California

Summary

Data scientist / data analyst specializing in technical data analysis and visualization, statistical modeling, and machine learning. Skilled in utilizing programming languages such as Python, SQL, and R. Demonstrated strong problem solving skills and expertise in transforming raw data into actionable insights.

Skills

Technical Skills:

Python · R · SQL · AWS · Google Cloud · GitHub · Tableau · PowerBI · D3 · Databricks · Snowflake · JetBrains · Jupyter Notebook · Stata · Arena · Matlab · ArcGIS · Shiny · Spark · Data Mining · Data Science · Statistical Analysis · ML Libraries and Algorithms · Data Manipulation · Data Visualization · Predictive Analytics · Simulation · A/B Testing · Business Analytics · ETL · Business Intelligence · Excel · CRM · SFDC · Salesforce · Looker · Project Management · Client Management · Market Segmentation · Customer Service · Team Leadership

Experience

C & M Surgical Guides
Remote (San Francisco, California)

Business Data Analyst
10/2023 - 12/2023

Contract Project

- Interpreting and analyzing complex revenue data to drive business strategy
- ETL: Legacy SQL database (Delphi/NexusDB), data cleaning, statistical analysis, and geocoding (SQL, Python)
- Analytics: Created revenue analysis dashboard with live database connection for ongoing client use (Tableau)
- Machine Learning: Developed a location optimization model which maximizes predicted revenue and minimizes physical locations (Python)
- Insights: Delivered a location reduction model results presentation and dashboard. Model results for location restructuring will result in an 8% profit margin increase (Python, Tableau)

Georgia Institute of Technology in cooperation with Vernova
Remote (Boston, Massachusetts)

Research Intern
05/2023 - 08/2023

Master's program capstone project focused on green energy technology research

- ETL: Data procurement from various academic and government institutions, complex spatial joins of rasterized remote sensing data and tabular data, resulting in an internally published data set for use by other research teams (Python, Google Cloud)
- Machine Learning: Used various cluster analysis techniques to explore the relationship between CO_2 emissions and other variables (DBSCAN, K-Means, ensemble methods)
- Application: Delivered results by creating an application (Python, Java, HTML, Ploty, Dash, and Streamlit)

Education

Georgia Institute of Technology

Master of Science of Data Analytics
2023

- Interdisciplinary data science and analytics program with coursework in the Colleges of Computing, Business, and Engineering
- Coursework included advanced mathematics, statistics, object oriented programming, predictive modeling, machine learning, business analytics

San Jose State University

Bachelor of Science of Economics
2021

- Emphasis in Econometrics
- Minor in Applied Computing
- Graduated with Economics Departmental Honors
- Extensive course work in the life sciences

Certification

Machine Learning for Data Science — SJSU Graduate School of Business, October 2020

Spatial Data Science — ESRI, April 2020

Volunteering

San Francisco Autism Society

Board Member
2021 - 2023

Active board member and volunteer educational video content production