

# EMMA RODRIGUEZ

## Junior Data Scientist

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## PROFESSIONAL SUMMARY

Motivated Junior Data Scientist with 2+ years of experience in machine learning, statistical analysis, and data visualization. Recent graduate with strong foundation in Python, SQL, and statistical modeling. Eager to apply analytical skills to solve business problems and drive data-driven decision making. Passionate about continuous learning and staying current with emerging technologies in AI and machine learning.

## TECHNICAL SKILLS

**Programming Languages:** Python, R, SQL, JavaScript, MATLAB **Machine Learning:** Scikit-learn, Pandas, NumPy, Linear/Logistic Regression, Decision Trees, K-Means Clustering  
**Data Visualization:** Matplotlib, Seaborn, Plotly, Tableau, PowerBI **Databases:** MySQL, PostgreSQL, SQLite **Tools & Platforms:** Jupyter Notebook, Git, Docker, AWS (Basic), Google Colab **Statistical Analysis:** Hypothesis Testing, A/B Testing, Regression Analysis, Time Series Analysis **Other:** Excel (Advanced), SPSS, Data Cleaning, Feature Engineering

## PROFESSIONAL EXPERIENCE

### **Data Scientist | DataTech Solutions | Jan 2023 - Present**

- Developed predictive models to forecast customer churn with 85% accuracy using logistic regression and random forest

- Created automated data pipeline processing 50GB monthly customer data using Python and SQL
- Built interactive dashboards in Tableau reducing manual reporting time by 70%
- Collaborated with marketing team to analyze campaign effectiveness and optimize targeting strategies
- Conducted A/B tests for website features resulting in 12% improvement in user engagement

#### **Key Projects:**

- **Customer Segmentation:** Applied K-means clustering to identify 5 distinct customer groups for targeted marketing
- **Sales Forecasting:** Built time series model predicting monthly sales with 15% MAPE accuracy
- **Sentiment Analysis:** Developed NLP model analyzing customer reviews with 78% classification accuracy

#### **Data Analyst Intern | RetailCorp | Jun 2022 - Dec 2022**

- Analyzed sales data across 200+ retail locations to identify seasonal trends and patterns
- Created automated reports using Python and SQL, saving 10 hours weekly of manual work
- Assisted in developing pricing optimization model that increased profit margins by 8%
- Performed data quality assessment and cleaning for customer database migration project
- Supported senior analysts in machine learning model validation and testing

#### **Achievements:**

- Identified data inconsistencies that prevented \$50K in potential revenue loss
- Streamlined data collection process reducing processing time by 40%

#### **Research Assistant | University of Texas Data Lab | Sep 2021 - May 2022**

- Conducted statistical analysis on healthcare datasets with 100K+ patient records

- Developed predictive models for patient readmission risk using Python and scikit-learn
- Created data visualizations for research presentations and academic publications
- Assisted in data collection and preprocessing for machine learning research projects

## EDUCATION

### **Master of Science in Data Science | University of Texas at Austin | 2021 - 2022**

- **GPA:** 3.8/4.0
- **Relevant Coursework:** Machine Learning, Statistical Learning, Data Mining, Big Data Analytics, Database Systems
- **Capstone Project:** "Predicting Housing Prices using Ensemble Methods" - Achieved 92% prediction accuracy using gradient boosting

### **Bachelor of Science in Statistics | Texas A&M University | 2017 - 2021**

- **GPA:** 3.6/4.0, Cum Laude
- **Minor:** Computer Science
- **Relevant Coursework:** Probability Theory, Statistical Inference, Regression Analysis, Experimental Design

## CERTIFICATIONS

- **Google Data Analytics Professional Certificate** (2023)
- **IBM Data Science Professional Certificate** (2022)
- **Tableau Desktop Specialist** (2022)
- **Python for Data Science (Coursera)** (2021)

## PROJECTS

### Movie Recommendation System | *Personal Project | 2023*

- Built collaborative filtering recommendation engine using Python and scikit-learn
- Implemented matrix factorization techniques achieving 0.87 RMSE on MovieLens dataset
- Created web interface using Flask for user interaction and recommendations
- **GitHub:** [github.com/emmadata/movie-recommender](https://github.com/emmadata/movie-recommender)

### COVID-19 Data Analysis Dashboard | *Academic Project | 2022*

- Developed interactive dashboard analyzing COVID-19 trends across Texas counties
- Used Python, Plotly, and Dash for data processing and visualization
- Implemented time series forecasting for infection rate predictions
- Presented findings to university health department for policy recommendations

### E-commerce Customer Analytics | *Freelance Project | 2022*

- Analyzed customer behavior patterns for small e-commerce business
- Built customer lifetime value model using RFM analysis and regression
- Created actionable insights leading to 20% increase in customer retention
- Delivered comprehensive report with visualizations and recommendations

## PUBLICATIONS & PRESENTATIONS

- "**Statistical Analysis of Patient Readmission Factors**" - University Research Symposium (2022)
- "**Data-Driven Approaches to Customer Segmentation**" - Austin Data Science Meetup (2023)

## AWARDS & RECOGNITION

- **Outstanding Graduate Student Award** - UT Austin Data Science Program (2022)

- **Best Capstone Project** - Data Science Cohort (2022)
- **Dean's List** - Texas A&M University (2019, 2020, 2021)
- **Statistics Department Scholarship** - Texas A&M (2020)

## PROFESSIONAL DEVELOPMENT

### Online Courses Completed:

- **Machine Learning Specialization** - Stanford (Coursera) - 2023
- **Deep Learning Specialization** - deeplearning.ai - 2023
- **SQL for Data Science** - UC Davis (Coursera) - 2022
- **Advanced Statistics** - Duke University (edX) - 2021

### Conferences Attended:

- **Strata Data Conference** - Austin (2023)
- **PyData Austin** - Local Meetup Regular Attendee (2022-Present)
- **Women in Data Science (WiDS)** - Austin Chapter (2022-Present)

## VOLUNTEER EXPERIENCE

### Data Science Mentor | *Girls Who Code Austin* | 2022 - Present

- Mentor high school students in Python programming and data analysis concepts
- Conduct monthly workshops on data visualization and statistical thinking
- Help organize annual hackathon focused on social impact projects

### Statistical Consultant | *Local Non-Profit Organizations* | 2021 - Present

- Provide pro-bono data analysis services for small non-profits
- Analyze donor patterns and fundraising effectiveness
- Create data-driven recommendations for program improvement

## TECHNICAL BLOG & PORTFOLIO

- **Medium Blog:** 12 articles on data science topics with 5K+ total views
- **Personal Website:** emmarodriguezdata.com - Portfolio showcasing projects and analyses
- **Kaggle Profile:** Participant in 8 competitions, highest rank: Bronze medal
- **GitHub:** 15+ repositories with data science projects and code samples

## LANGUAGES

- **English:** Native
- **Spanish:** Native (Bilingual)
- **Portuguese:** Conversational

## INTERESTS & HOBBIES

- Participating in Kaggle competitions and data science challenges
- Contributing to open-source Python data science libraries
- Hiking and outdoor photography
- Cooking and experimenting with fusion cuisines
- Volunteering at local animal shelter