

Louisa Swintosky

919-441-3173 | ltswinto@ncsu.edu | [GitHub](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Analytically-minded leader with a strong foundation in statistics and technical expertise in R. Known for delivering high-quality, detail-oriented work and translating complex data insights into meaningful business recommendations. Confident, collaborative team player with a commitment to continuous learning and making impactful contributions that drive data-informed decision-making. Skilled in the following areas:

Programming: Python, R, SQL, VBA

Software: Excel, Tableau, SPSS, Arena Simulation Software, Salesforce

Certifications: PCEP—Certified Entry Level Python Programmer

EDUCATION

M.S. in Analytics May 2025

Institute for Advanced Analytics | NC State University | Raleigh, NC

B.S. in Statistics and Analytics; B.A. in Psychology; Minor in Neuroscience with Highest Distinction May 2023

University of North Carolina | Chapel Hill, NC

PRACTICUM

Elevate | Team Lead September 2024—Current

- Collaborating in a team of 5 to understand the decline in Direct Mail (DM) offer response rates by identifying missing customer populations.
- Performing clustering for variable reduction on extensive credit data with over 10,000 variables and 10MM customer records using **Python**.
- Presenting insights from statistical analyses of past DM model predictions based on key features identified.
- Developing and interpreting linear and non-linear models to predict new responder populations.

WORK EXPERIENCE

ADMortgage.com | Data Analyst Intern | Raleigh, NC September 2023—January 2024

- Identified significant decreasing trends in groundwater reserves across the U.S. using Theil-Sen regression, informing the assessment of cities likely to impose building restrictions due to groundwater shortages.
- Collected and cleaned data in **R** from multiple databases, analyzing relationships between groundwater decline and variables such as precipitation, irrigation use, and population size.
- Delivered insights and findings to ADMortgage.com, equipping them with data-driven insights on urban planning challenges.

Mercalis | Data and Reporting Analyst Intern | Morrisville, NC May 2022—August 2022

- Designed and implemented automated dashboards in **Salesforce** to present data on pharmaceutical products and health insurance cases, replacing manual **Excel** reports and improving efficiency and accessibility of information.
- Applied row and summary-level formulas to overcome date-time limitations in **Salesforce** reporting to calculate monthly averages for pharmaceutical products.
- Optimized daily reporting workflow by researching, learning, and building **VBA** script to automate a daily report, reducing the level of effort (LOE) for a routine task.
- Managed delivery of key metrics to internal stakeholders by organizing data exported from **Salesforce** into **Excel** to complete multiple reports over variable frequencies (monthly, weekly, daily).

RESEARCH EXPERIENCE

UNC Emotions and Social Interactions Laboratory | Research Assistant | Chapel Hill, NC July 2021—May 2022

- Conducted participant sessions to collect biometrics and survey responses, utilizing interpersonal skills to ensure effective communication and analytical acumen to conduct detailed observations in **Excel**.

Games & Society Lab at Uppsala University | Research Assistant | Uppsala, Sweden May 2021—July 2021

- Co-led a 6-week research project investigating whether children overlook subtractive solutions across 2 experimental tasks, resulting in acknowledgment in a published paper.
- Recruited over 20 participants and conducted statistical analysis with **Excel** and **SPSS**, yielding significant results.