

Margaret H Lowell

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business

Cincinnati, Ohio

Bachelor of Science, Major: Business Analytics

Expected: April 2027

- GPA: 3.69 | Dean's List
- Relevant Coursework: BANA 1, BANA 2, Calculus 1, Calculus 2, Calculus 3, Information Systems, Data Visualization, Data Management, Data Mining, Finance, Financial Accounting, Managerial Accounting

ACADEMIC PROJECTS

Data Visualization Traffic and Crash Report

April 2025

RStudio

Cincinnati, Ohio

- Cleaned and analyzed 388K+ observations using R to explore traffic crash trends and severity outcomes
- Evaluated missing data patterns and data quality across categorical and geographic variables
- Visualized crash frequency and severity using ggplot2
- Created geospatial density visualizations to identify crash hotspots near high-traffic areas

Data Mining Customer Retention Project

December 2025

Python

Cincinnati, Ohio

- Analyzed customer-level data to identify patterns associated with customer churn and retention
- Conducted exploratory data analysis to compare churn behavior across customer segments, usage patterns, and tenure
- Translated analytical findings into actionable retention insights to support data-driven business decisions

Relational Database Design & Data Management Analysis (Team Project)

December 2025

Python & SQL

Cincinnati, Ohio

- Designed and implemented a relational database from a flat file using SQL and Python
- Built ERDs and normalized schemas to support data integrity
- Loaded and analyzed data in Jupyter Notebook using descriptive analytics and visualization

WORK EXPERIENCE

Dining and Banquet Server

April 2024 – Current

National Cash Register Country Club

Dayton, Ohio

- Delivered high-quality service in a member-based environment, supporting customer retention and satisfaction
- Resolved service issues efficiently while managing multiple tables in a fast-paced setting honing problem solving skills
- Demonstrated dedication and work ethic by consistently taking on high-pressure, nontraditional service responsibilities in a fast-paced environment

Front End Cashier and Carry-Out

April 2021 – April 2024

Dorothy Lane Market

Dayton, Ohio

- Processed high-volume transactions accurately while delivering strong customer service
- Demonstrated reliability, professionalism, and teamwork through 3 years of continuous employment

LEADERSHIP AND COMMUNITY ENGAGEMENT

Vice President of Housing

January 2025 – December 2025

Theta Phi Alpha

Cincinnati, Ohio

- Oversaw the operations of the sorority house, ensuring that all aspects of housing ran smoothly, including maintenance, cleanliness, and adherence to safety regulations
- Collected and distributed contracts and leases agreements to residents
- Encouraged fellow members to learn, grow, solve problems, and use empathy regarding the house and other members