Mikaela Connell

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DATA ANALYST

Data analyst with a strong foundation in SQL, Python, and data visualization, with a background in healthcare and marketing. Skilled in building scalable analytics tools, analyzing behavioral data, and translating insights into strategy. Passionate about applying data to improve user experiences.

KEY SKILLS

SQL • Python (pandas for ETL & transformation, NumPy, matplotlib, scikit-learn) • Tableau • Looker (basic) • Excel • Data Cleaning • EDA • Predictive Modeling • Regression • Git • Jupyter • ETL Processes • A/B Testing • APIs • Cloud (learning AWS)

RELEVANT PROJECTS

MacroBTC Insights - [Github](#) | [Streamlit](#)
A crypto forecasting app using macroeconomic indicators and machine learning
- Designed and implemented a multi-source ETL pipeline to ingest and transform macroeconomic data (FRED API, CoinGecko, etc.)
- Engineered and deployed an XGBoost model for Bitcoin forecasting with an interactive dashboard using Streamlit

Vehicle Sales Analysis - [Github](#)
- Developed an XGBoost regression model to predict used vehicle prices with a test R^2 score of 0.97
- Visualized price distributions, feature relationships, and model performance using Matplotlib and Seaborn to support interpretability
- Cleaned, transformed, and mapped raw vehicle data into an analysis ready schema

RELEVANT EXPERIENCE

Data Analyst | Freelance | Data Annotation   April 2025 - Present
- Analyzed and annotated datasets to improve the performance of large language models powering AI tools
- Applied structured evaluation rubrics to assess model output and support continuous improvement
- Documented data evaluation workflows and supported feedback loop between product and data teams

Registered Nurse   May 2022 - December 2024
Memorial Sloan Kettering Cancer Center & New York Presbyterian Hospital - New York, NY
- Managed patient care for a diverse population, applying analytical skills to monitor, interpret, and act on patient data to provide optimal care in high-pressure environments
- Utilized electronic health records (EHR) systems to document patient information, ensuring accuracy and facilitating seamless communication between medical teams
- Collected and analyzed patient data to identify patterns and inform decision-making in acute care settings

Account Manager | Paid Search Analyst   June 2018 - September 2019
Metric Theory - New York, NY
- Managed strategy and planning for 10+ brand accounts, overseeing $1M in media spend
- Delivered data-driven recommendations to optimize paid media performance and maximize ROI
- Collaborated across creative, data, and client teams to support multi-channel go-to-market strategies
- Translated business requirements into actionable reporting strategies, improving campaign tracking

Financial Analyst   June 2017 - August 2017
Cantor Fitzgerald - New York, NY
- Rotated across multiple desks, including Emerging Markets and Equities Sales & Training, gaining exposure to financial markets, trade execution, and client interactions
- Pitched investment ideas to senior traders and sales staff, supporting ideas with market research and data analysis
- Created and updated liquidity reports in Excel, organizing raw data into actionable charts and summaries

EDUCATION

Flatiron School, New York, NY - Data Science Bootcamp   April 2025
Focus: Machine Learning, Statistics, Business Analytics, SQL, Python, Data Visualization

New York University, New York, NY   December 2021
Bachelor of Science Nursing

Claremont McKenna College, Claremont, CA   May 2018
Bachelor of Arts Economics