Nicole Lee

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EDUCATION

University of California, Los Angeles   **Los Angeles, CA**
Bachelor of Arts in Statistics and Data Science   *Expected Graduation, June 2026*
- *Cumulative GPA:* 3.6/4.0
- *Organizations:* DataLearn, Theta Kappa Phi, Asian Greek Council

WORK EXPERIENCE

Heptapod Inc   **Los Angeles, CA**
Marketing Research Intern   *June 2024 – September 2024*
- Conducted data analysis to compare engagement trends on Youtube and TikTok using R, optimizing reach by 15%
- Performed data cleaning and exploratory data analysis for 1000+ customer profiles to uncover demographic insights
- Operated tools like ggplot2 and plotly to create data visualizations illustrating audience behavior patterns
- Compiled and consolidated reports in LaTex, proposing content ideas to optimize marketing strategies

Crepas Apparel   **Los Angeles, CA**
Sales Associate Intern   *June 2023 – August 2023*
- Analyzed purchasing trends with pandas enabling product update processes, driving a $1,500 increase in revenue
- Organized product listings across marketing platforms (Orangeshine, FashionGo) using Excel, increasing sales by 25%
- Collaborated with the marketing team to deliver weekly sales insights generated in LaTex, improving brand visibility

PROJECTS

Analyzing Trends and Predicting Risk Factors   **Los Angeles, CA**
                                                                     January 2025- March 2025
- Achieved 92% classification accuracy leveraging machine learning algorithms with tuned hyperparameters
- Identified key risk indicators through EDA, multicollinearity diagnostics (VIF), and feature importance plots
- Assessed model performance through cross-validation and out-of-bag error rates ensuring robustness
- Visualized statistical trends and model results using ggplot2 to inform actionable insights for fiscal monitoring

Model Optimization and Prediction Using Machine-Learning   **Los Angeles, CA**
                                                                  September 2024 – November 2024
- Applied machine learning algorithms like logistic regression and decision trees achieving a prediction accuracy of 97%
- Optimized model performance through cross-validation, feature selection, and parameter tuning
- Constructed data visualizations to assess model performance and synthesized findings into a comprehensive report
- Developed a predictive model in R to classify obesity status based on demographic and health-related variable

LEADERSHIP ACTIVITIES

Theta Kappa Phi   **Los Angeles, CA**
Class Treasurer   *September 2022 – December 2022*
- Managed budgeting and fundraising efforts to support service projects and further academic achievements
- Created weekly financial reports and collaborated with leadership to devise future budgeting strategies
- Coordinated 3 fundraising events, contributing to an overall 10% increase in funds for service initiatives

Active Minds   **Granada Hills, CA**
Founder of Active Minds Branch at Granada Hills Charter High School   *August 2020 – June 2022*
- Led efforts to reduce mental health stigma and promoting resources, earning the Gold Presidential Service Award
- Spearheaded outreach through community partnerships and social media engagement increasing membership by 30
- Planned mental health workshops and events to foster community boosting membership involvement by 20%

CERTIFICATIONS

- ***Skills:*** R, Python, C++, Microsoft Excel, Korean
- ***Other Honors/Awards:*** Granada Hills Charter High School Valedictorian, Gold Presidential Service Award, AP Scholar with Distinction