Neelum Jawanda

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Education

University of Washington - Seattle — Seattle, WA
Bachelor of Science in Economics Minor in Applied Math and Data Science — *Aug. 2022 – June 2026*
- Relevant Coursework: Data Programming (Python), Core Methods of Data Science, Elements of Statistical Methods, Calculus based Micro/Macro Economics

Experience

Data Analyst Intern - Pricing Model — June 2024 – September 2024
Internet Brands — *Seattle, WA*
- Optimized SQL queries to accelerate data retrieval, enabling more efficient analysis for the new pricing model.
- Developed custom algorithms to automate pricing calculations, resulting in a more accurate and scaleable pricing model per region.
- Conducted exploratory data analysis to identify trends and patterns in customer behavior, leading to data driven pricing strategies for 3,500 markets and the removal of 1/3 under-performing markets.
- Streamlined data collection for both Lawyers.com and Avvo by integrating and analyzing data from multiple sources using advanced data mining techniques.
- Created detailed documentation outlining the pricing model's methodologies and assumptions, providing clear guidance for future adjustments and analysis.

Data Analyst Intern - Ad Market Management — July 2023 – September 2023
Internet Brands — *Seattle, WA*
- Conducted comprehensive ad market analysis, identifying key churn factors resulting in over 500,000 dollars in annual revenue retention.
- Developed a dynamic Market Health Tableau Report, seamlessly integrating Calls per Dollar (CPD) data from Avvo and Martindale-Hubbell. This report utilizes an interactive Tableau map to strategically map CPD to the county level across various Areas of Practice (AOP), becoming an essential daily resource for Account Managers to optimize market recommendations and drive up sell revenue.

Leadership

Vice President | *Product Management Club* — January 2024 – Present
- Led a product-thon in partnership with a local small business, attracting over 100 participants.
- Organized and managed event logistics, fostering collaboration and innovation among attendees.
- Coordinated with stakeholders to ensure the event's success, enhancing the club's reputation and outreach.

Director of Online Networks | *Applied Analytics Club UW* — Sept 2023 – Present
- Managed and maintained the club's website using AWS, optimizing performance and user experience.
- Led social media marketing efforts, driving a 40 percent increase in membership through targeted campaigns.
- Developed content strategies and analyzed web and social media metrics to enhance online visibility.

Skills

Languages: Python, SQL, R, HTML
Data Visualization Tools: Tableau, Power BI, Excel
Developer Tools: Git, VS Code, Visual Studio, PyCharm
Libraries: Pandas, NumPy, Matplotlib