

# Olivia Rohm

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## SUMMARY

**Data Analyst** with a decade in interior design, two arts degrees, and recent certification in data science from TripleTen, specializing in visual data analysis and ML quality control. Skilled in Python, SQL, predictive modeling, and A/B testing, with experience spanning client services and e-commerce on the design teams at Amazon. Known for blending analytical rigor with creative intuition and empathy to translate abstract human needs into actionable insights that drive strategic decision-making and improve user experiences.

## SKILLS

Python (pandas, numpy) | SQL | scikit-learn | Regression & Classification | Decision Trees & Random Forest | Model Evaluation (MAE, RMSE, R<sup>2</sup>, F1, ROC-AUC) | Data Preprocessing (Encoding, Scaling, Splitting) | Hypothesis Testing & Bootstrapping | A/B Testing | Matplotlib & Seaborn

## TECH PROJECTS

### Instacart Exploratory Data Analysis | 05/2025 | [GitHub](#)

Performed data cleaning and exploratory analysis on Instacart customer shopping habits to uncover behavioral trends.

- Cleaned and merged datasets with missing and duplicate values, ensuring accuracy across orders, products, aisles, and departments.
- Verified data ranges and distributions for key features (order time, day of week, reorder behavior).
- Built visualizations of order frequency by day and hour, customer reorder patterns, and popular product categories.
- Identified differences in shopping habits across weekdays vs. weekends and quantified customer reorder ratios.
- Produced actionable insights into Instacart's customer behavior that could guide inventory planning and marketing strategies.

### Mobile Plan Recommendation System | 06/2025 | [GitHub](#)

Developed a machine learning model to recommend optimal mobile plans based on user behavior data.

- Built and compared Decision Tree, Random Forest, and Logistic Regression models using scikit-learn.
- Conducted data preprocessing with encoding, scaling, and train-test splitting for reliable evaluation.
- Achieved 80.1% accuracy with Random Forest; identified internet usage as the strongest predictor.
- Delivered actionable business insights on plan design to improve customer satisfaction and retention.

### Customer Churn Prediction (Beta Bank) | 07/2025 | [GitHub](#)

Predicted customer churn to support proactive retention strategies at a financial institution.

- Engineered features and applied upsampling & class weight adjustments to address class imbalance.
- Trained and evaluated Logistic Regression, Decision Tree, and Random Forest classifiers.
- Optimized performance with F1 ( $\geq 0.59$  target) and ROC-AUC metrics, achieving 0.80+ ROC-AUC.
- Recommended data-driven retention strategies aligned with bank's business goals.

## EXPERIENCE

### Professional Data Analyst/Scientist Trainee | TripleTen | Remote | 05/2025–12/2025

Employment Type: Apprenticeship

- Rigorous Business Intelligence Analytics 8-month program, completing 10+ projects.
- Gained hands-on experience in SQL, Spreadsheets (Excel, Google Sheet), and Data Visualization while completing 10+ projects.
- Applied business analytics techniques, including KPI tracking, cohort analysis, and funnel metrics to solve industry-relevant problems.
- Developed expertise in data storytelling, translating complex data into actionable recommendations for stakeholders.

- Designed and presented an end-to-end analytics projects, leveraging multiple tools to provide data-driven insights.
  - Skills: SQL, Data Analysis, Data Visualization, Machine Learning, Python (programming language)

### **ML Catalog Specialist (Products - AI-Powered Imagery) | Amazon | Remote | 01/2024–06/2025**

Data Analysis, Machine Learning Prompts, Trend Forecasting, Cross-Functional Collaboration

- Partnered with ML teams to refine prompting strategies for 2500 AI-generated product images weekly, improving accuracy and adoption.
- Management and documentation of ML image generation trends to support forecasting and catalog optimization in e-commerce.
- Onboarded and trained new hires, translating complex technical workflows into accessible processes.
- Applied visual pattern recognition and consumer behavior insight to improve customer experience.

### **Associate Designer/Design Consultant | RH | Denver, CO | 08/2020–10/2022**

Client Consultation, Space Planning, Interior Design, Project Management, Sales Strategy

- Delivered 5+ data-informed presentations connecting client preferences to product selection, with 90% of presentations resulting in sales.
- Translated abstract client needs into measurable outcomes, aligning with behavioral analytics principles.
- Built strong client relationships by identifying behavioral patterns in decision-making.

### **Junior Interior Designer | Stephanie Molster Interiors | Charleston, SC | 05/2015–08/2020**

Interior Design, Vendor Coordination, Drafting (AutoCAD/SketchUp), Project Support, Client Relations

- Analyzed and managed project budgets, timelines, and design decisions to ensure efficiency and prioritization.
- Conducted research on spatial trends and consumer preferences to inform design recommendations.
- Created detailed digital visual presentations for client meetings.

## **EDUCATION**

### **Data Science Certification Program | TripleTen | Expected 11/2025**

Comprehensive Python, SQL, statistics, machine learning, and business analytics training.

- Relevant Coursework / Key Skills: Python, SQL, Machine Learning, A/B Testing, Data Visualization, Regression & Classification Models, Data Cleaning & Preprocessing

### **The Art Institute | Bachelor of Fine Arts (BFA) in Residential Interior Design Certificate Program | 2013 - 2015**

Main topics covered: Revit, Auto CAD, SketchUp Pro, and Photoshop

### **Bachelor of Arts | College of Charleston | 2012**

Studio arts with a concentration in Photography. Expertise with full Adobe Creative Suite and Lightroom.