

# Paola Reyes

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## EDUCATION

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**Northeastern University**, Boston, MA

Jan 2020 - Present

Khoury College of Computer Science

Expected Graduation: Aug 2022

Candidate for Master of Science in Data Science

Related Courses: Deep Learning, Natural Language Processing (NLP), Large-Scale Parallel Data Processing

**Rhode Island College**, Providence, RI

Jan 2012 - Jun 2014

Bachelor in Mathematics

Related Courses: Computer Programming and Design, Functional Programming,

## TECHNICAL KNOWLEDGE

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Programming Languages:	Python, SQL, Scala, R, SAS
Visualization:	Tableau, Power BI, SAS Viya
Databases:	SQL Server
Other Technologies:	PyTorch, Spark, Scikit-Learn, AWS

## PROFESSIONAL EXPERIENCE

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**Lead Data Analyst**, AAA Northeast

Apr 2018 - Present

- Implement and optimize predictive lead scoring models and process analysis for CRM optimization.
- Provide data training and support on reporting best practices to analysts across 3 different departments.
- Develop data pipelines and establish single source of truth dashboards for enterprise reporting.

**Product Data Analyst**, Mapfre Insurance

Dec 2016 - Apr 2018

- Created a SAS data pipeline for processing and matching rater data to quote and policy data within the data warehouse which reduced ETL time by roughly 75%.
- Designed a quote rater comparison intelligence report which gave the product team new insights into competitive intelligence.

**Business Intelligence Developer**, Ocean State Job Lot

Jun 2014 - Dec 2016

- Created an inventory management QlikView application which was adopted into the replenishment team's daily operations greatly improving the reorder process efficiency.
- Helped create and improve a sales forecast model for all frequently reordered items using historical sales and inventory data.
- Created a retail performance QlikView report which allowed buyers to measure and visualize gross margin per linear foot of individual item for the first time.

## ACADEMIC PROJECTS

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**Solar Panel Detection with Transformers**

Apr 2022

Comparative study of the performance of transformer models and state-of-the-art CNN models for semantic segmentation of solar panels in multi-resolution aerial and satellite images.

**Large-Scale Graph Analysis**

Dec 2021

Developed efficient parallel algorithms using Spark and AWS for analyzing graph connectedness in large datasets.

**Restaurant Reviews Analysis**

Aug 2020

Developed LDA topic models for summarizing the main topics found on text user reviews. Collaborated to create a restaurant recommendation system using user reviews on Zomato.