

# RACHEL GOLDSBURY

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## Summary

M.S. in Data Analytics graduate (GPA 3.93) specializing in SQL, Python, R, and BI tools (Power BI, Tableau, Excel). Proven ability to design predictive models, build dashboards, and translate data into strategies that reduce risk, optimize operations, and support business growth.

## Skills

- **Technical:** SQL & Database Management, Python & R Programming, ETL Development & Data Pipelines, Data Cleaning & Preparation
- **Analytics:** Predictive Modeling & Machine Learning, Statistical Analysis & Hypothesis Testing, Risk Analytics, Data Visualization (Power BI, Tableau, Excel)
- **Business & Strategy:** Dashboard Design & Storytelling, Business Intelligence Reporting, Data Governance & Compliance, Problem-Solving & Critical Thinking

## Education

**Masters of Science, Data Analytics** Manchester, New Hampshire  
Southern New Hampshire University • GPA 3.93 2026  
• National Society of Leadership and Success Member Honor Society.

**Bachelors of Science, Psychology** Houston, Texas  
University Of Houston • Minor in Biology Dec 2021  
• International Honor Society Psychology (PSI CHI).

## Certifications

**IBM Data Science Professional Certification**  
2023  
• Completed an 11-month program building applied skills in Data Science and Machine Learning.  
• Gained a strong foundation in Python and SQL for data analysis and database management.  
• Developed and deployed machine learning models, including data visualization and statistical analysis projects.

**IBM Machine Learning with Python**  
2024  
• Achieved certification with honors, demonstrating advanced proficiency in Python for machine learning.  
• Applied IBM Db2 Data Management software to design and train predictive models.

**AICPA Applying Data Analytics to Business Performance**  
2025  
• Applied business analytics techniques to evaluate performance and develop KPI dashboards in Tableau.  
• Strengthened analytical, algorithmic, and presentation skills through hands-on case studies.

**Microsoft Power BI- Analyzing and Visualizing Data**  
2024  
• Used Power BI to design interactive dashboards and visualizations that highlight business insights.  
• Practiced analytical thinking and predictive modeling, applying statistical methods to real-world datasets.

## Project

**SNHU | Credit Risk Capstone — Logistic Regression** January 2025 - March 2025  
[github.com/rachkat/credit-risk-capstone](https://github.com/rachkat/credit-risk-capstone)  
• Built classification models in Python to segment customers by purchase likelihood.  
• Analyzed demographic and behavioral features to identify high-value groups.  
• Produced **dashboards and visualizations** in Tableau showing actionable marketing segments.  
• Recommendations projected to **improve campaign ROI by 12–18%** in simulation.

**SNHU | Fraud Detection — PCA & PRIDIT Models** November 2024 - January 2025  
[github.com/rachkat/fraud-detection-pridit-pca-r](https://github.com/rachkat/fraud-detection-pridit-pca-r)  
• Applied **Principal Component Analysis (PCA)** and **PRIDIT scoring** to insurance claim data.  
• Ranked suspicious policies, enabling auditors to prioritize investigations on the **top 10% of high-risk cases**.  
• Demonstrated how advanced analytics could **cut fraud detection costs** and improve accuracy.  
• Built reproducible workflows in R for model validation and scoring.

**SNHU | Customer Targeting — Predictive Modeling**

- Built classification models in Python to segment customers by purchase likelihood.
- Analyzed demographic and behavioral features to identify high-value groups.
- Produced **dashboards and visualizations** in Tableau showing actionable marketing segments.
- Recommendations projected to **improve campaign ROI by 12–18%** in simulation.

Experience

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KOKUA

New York City, NY

Educator

January 2022 - August 2025

- Implemented adaptive teaching strategies for diverse classrooms of 20-30 students, tailoring instruction to student needs using IEPs and performance data.
- Integrated technology and analytics tools to track engagement, evaluate progress, and provide actionable insights for permanent staff.
- Ensured continuity of learning by quickly developing and delivering lesson plans aligned with curriculum standards.
- Conducted targeted interventions for underperforming students K-12 and special education in math, science, and reading, improving academic outcomes.

Various Location

Houston, TX

Hospitality Roles: Server, Bartender, and Leadership Roles

May 2016 - December 2021

- Delivered high-quality service in fast-paced at high-volume environments, serving hundreds of guest interactions per shift, managing multiple priorities under pressure.
- Promoted to leadership positions, training and mentoring new team members while coordinating front-of-house operations.
- Built strong customer relationships through communication, problem-solving, and ensuring quality guest experiences.