

Riley Zamora

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EXPERIENCE

R Hollenshead Auto Sales | Manheim, PA - June 2023 - December 2023

Data Analyst I

- Created visualizations to give leadership insights into vehicle acquisition trends, application usage, dealer engagement. Worked to identify traits leading to dealer retention and churn.
- Created a survival analysis model to detect at-risk dealers well in advance of product cancellation, allowing retention to better engage with dealers. Drove churn down to less than x% based on this analysis.
- AE/RSM performance analysis to determine retraining opportunities for staff based on dealer application usage traits.

Undergrad Projects

- Spotify ML - Given a training set of 200 or more songs (with at least 100 likes and 100 dislikes), built a system using models like decision trees, k-fold and random forest to predict liked or disliked songs. Identified best performing model for the application.
- Time series analysis - built a 12 month forecast model of US home sales using the Time Series Data Library. Used various methods to remove seasonality, perform diagnostic testing and demonstrate model accuracy.
- Survival analysis -
- Environmental science -

McKenzie Water Ski School | Lake Arrowhead, CA | 909.322.6284

May 2015 - September 2022

Manager | Boat Driver | Instructor

- Managed the workflow of everyday business operations
- Delegated work to keep on schedule
- Assisted customers with questions and concerns
- Booked reservations and worked the front desk. Keep the balance sheet in order.
- Instructed lessons for customers ranging in ages 2 through 86 (Multitask Intensive)
- Drove boats and connected with families providing a “Disneyland on Water” experience
- Excursions last from 30 minutes to 3 hours
- Maintenance on boats and ski equipment, Oil change, Impeller replacement, make new ropes

SKILLS & ABILITIES

Interpersonal | Problem Solving | Excellent Reporting and Analytic Skills | Adaptable and Willing to Learn Works well Under Pressure

- Statistical Analysis | Equipped with a solid foundation in statistical methods, enabling data-driven decision-making and insightful analysis.
- Data Science | Proficient in utilizing various statistical techniques to extract meaningful insights from complex datasets.
- Interdisciplinary Knowledge | Equipped with a well-rounded understanding of mathematics, statistics, and data science principles, fostering a holistic approach to problem-solving.

EDUCATION

University of California, Santa Barbara |

Expected June 2023

Bachelor of Science in *Statistics and Data Science*

- Math | Calculus, Linear Algebra, Vector Calculus, Differential Equations, Discrete Mathematics
- Statistics | Probability, Regression Analysis, Bayesian Statistics, Time Series Analysis, Machine Learning, Survival Analysis, Experimental Design, Generalized Linear Models
- Computer Languages | Proficient in R, Python, SQL, and SAS

- Writing | Proficient writer, Academic, Journalistic

EXTRACURRICULARS & INVOLVEMENTS

Boy Scouts of America | Achieved rank of Life Scout, Significant wilderness experience

Athlete | Captain of high school Snowboard team, Track and Field, Avid gym enthusiast, UCSB Snow Club

Certifications | CPR and AED, California Boater Card

Community Service | Hundreds of hours - Help local church with services, Built multiple wilderness paths, Forest cleanups, Scouting for Food through BSA