

# Riley Zamora

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## Experience

**Data Scientist I**, R Hollenshead Auto Sales, Manheim, PA June 2023-Present

- Organized and cleaned data for the nation's largest wholesale dealer.
- Managed AWS databases and organized metadata across subsidiary companies, enhancing the creation of Tableau dashboards for business intelligence.
- Constructed dashboards to assess vehicle acquisition trends, application usage, and dealer engagement, identifying factors affecting dealer retention and churn.
- Analyzed product usage trends to help facilitate better product segmentation.
- Developed a survival analysis model in R to detect at-risk dealers well in advance of product cancellation, allowing retention and better engagement with dealers. Determined which post sale retention staff caused more cancellations.
- Evaluated regional sales managers performance to determine retraining opportunities for staff based on dealer application usage traits.
- Discovered multiple deficiencies in the customer review system and played a key role in prompting leadership to initiate a comprehensive overhaul based on the identified issues.

**Data Science Projects**, UCSB/Personal, Rileyjzamo.github.io September 2022-Present

- Spotify Machine Learning Project: Developed machine learning models (Decision Trees, k-NN, Logistic Regression, Random Forest) to predict song preferences from a 200-song dataset, achieving a top accuracy of 94%.
- Time Series Analysis Project: Conducted time series analysis to build a 12-month forecast model for US home sales, employing methods to eliminate seasonality, perform diagnostic tests, and validate model accuracy.
- Survival Analysis Project: Compared the efficacy of standard treatment and chemotherapy for lung cancer using survival analysis techniques, including Kaplan-Meier curves and Cox PH models, to assess impact on patient survival times.

**Manager | Sales Rep | Instructor**, McKenzie Water Ski School, Lake Arrowhead, CA May 2015-September 2022

- Oversaw daily business operations and recommended the implementation of new processes to enhance customer service efficiency, resulting in smoother and faster transactions.
- Led a team of eight, assigning tasks strategically to ensure adherence to schedules and improve daily operational efficiency.
- Increased revenue by 10% through effective reservation sales management. Ensured accurate maintenance of the financial records system.
- Instructed lessons for customers ranging in ages 2 through 86 (Multitask Intensive).

## Education

University of California, Santa Barbara Santa Barbara, CA

**Bachelor of Science, Statistics and Data Science** June 2023

- Statistics | Probability, Regression Analysis, Bayesian Statistics, Time Series Analysis, Machine Learning, Survival Analysis, Experimental Design, Generalized Linear Models
- Computer Programs | Proficient in R, Python, JavaScript, SQL, SAS, and Excel
- Math | Calculus, Linear Algebra, Vector Calculus, Differential Equations, Discrete Mathematics
- Writing | Proficient writer, Academic, Journalistic, Typing

## Skills & Abilities

Interpersonal | Problem Solving | Excellent Reporting and Analytic Skills | Adaptable and Willing to Learn

Visualization | Tableau | R | SQL | Python | Business Intelligence | Dashboards | API ingestion

- Statistical Analysis | Equipped with a solid foundation in statistical methods, enabling data-driven decision-making and insightful analysis from complex datasets.
- Business Intelligence | Skilled in leveraging advanced analytics to translate data trends into strategic business insights. Translate data insights into business actions.
- Interdisciplinary Knowledge | Equipped with a well-rounded understanding of mathematics, statistics, and data science principles, fostering a holistic approach to problem-solving.

## Extracurriculars & Involvements

- Boy Scouts of America | Achieved rank of Life Scout, Significant wilderness experience
- Athlete | Captain of high school Snowboard team, Track and Field, Gym Enthusiast, UCSB Snow Club
- Websites | Built multiple websites using WordPress and GitHub Pages