Riley Zamora

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Experience

Data Scientist, 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. Developed dashboards to analyze 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. Identified which post sale retention staff caused more cancellations.
- Analyzed 10 Regional Sales Managers performance to determine retraining opportunities for staff based on dealer application usage traits.
- Identified 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 (B.S.), 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
Works well Under Pressure | Visualization | Tableau | R | SQL | Python | Business Intelligence | Dashboards
- 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