Riley Zamora

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EXPERIENCE
rileyjzamo.github.io

R Hollenshead Auto Sales | Manheim, PA   June 2023 - Present
Data Analyst I
- Created visualizations in Tableau 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 in R to detect at-risk dealers well in advance of product cancellation, allowing retention to better engage with dealers. Found DRMs who caused more cancellations.
- AE/RSM performance analysis to determine retraining opportunities for staff based on dealer application usage traits.
- Identified deficiencies in the customer review system and played a key role in prompting leadership to initiate a comprehensive overhaul based on the identified issues.

Undergrad Projects | UCSB
- Spotify ML - Given a training set of 200+ songs (with 100 likes and 100 dislikes), developed a few models like decision trees, k-Nearest Neighbors, logistic regression, and random forest to predict liked or disliked songs. Identified best performing model which has 94% accuracy.
- 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 - Researched two treatments for lung cancer. Determined if a chemo treatment elongated the lives of patients.

McKenzie Water Ski School | Lake Arrowhead, CA | 909.322.6284   May 2015 - September 2022
Manager | Sales Rep | Instructor
- Managed the workflow of everyday business operations.
- Delegated work to keep on schedule.
- Enhanced 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 | 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

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
- 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