

Priscilla Dixon

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EDUCATION

University of California, Los Angeles

June 2025

Bachelor of Science in Statistics and Data Science

GPA: 3.92/4.0

- **Honors and Awards:** Chuck Lorre Scholar (8 recipients per year), Dean's Honor List
- **Relevant Coursework:** Probability & Mathematical Statistics, Linear Models, Data Analysis & Regression, Design & Analysis of Experiments, Statistical Models & Data Mining, Computation & Optimization

EXPERIENCE

Data Analyst Intern

Feb. 2025 – Present

Prota Designs

Remote

- Cleaned and processed insights from 100+ marketing videos, ensuring data accuracy and readiness for analysis.
- Conducted exploratory data analysis (EDA) in Python, identifying key factors affecting user engagement with Instagram Reels.
- Designed interactive Tableau dashboards integrating video metrics and demographic data, delivering actionable insights for sales and user retention improvements.
- Collaborated with founders to analyze market and customer behavior trends, guiding marketing and product optimization strategies to enhance user engagement.

RELEVANT PROJECTS

NBA Performance Analysis | *Python*

- Built a predictive model using 2,460 NBA game records, achieving 80.9% accuracy.
- Engineered 6 key features (e.g., home-court advantage, win streaks, rest days) to enhance model performance.
- Optimized multiple machine learning models (Random Forest, XGBoost, K-Nearest Neighbor) and achieved an AUC of 0.90 with SVM.
- Conducted feature importance analysis, identifying defensive rebounds, assists, and 3-pt goals as key predictors.

Final Exam Score Forecasting | *R*

- Developed a logistic regression model using 6,607 student records, achieving 90% accuracy with 10-Fold CV.
- Performed exploratory data analysis on key metrics, identifying trends and correlations in student performance.
- Engineered 20+ features, using random forest for feature selection and eliminating multicollinearity to optimize model interpretability.

Airline Review Dashboard | *Tableau*

- Developed an interactive Tableau dashboard analyzing British Airways customer reviews (2016–2023) with dynamic filters for traveler type, seat class, aircraft, and region to track satisfaction trends.
- Designed visualizations (maps, line graphs, bar charts) that adjust to user-selected metrics, structuring data for airline performance insights.

EXTRACURRICULARS

Equity Analyst

Oct. 2022 – June 2024

UCLA Bruin Stock Group

Los Angeles, CA

- Conducted DCF valuations, EV/EBITDA analysis, and financial modeling to evaluate investment opportunities.
- Analyzed market trends and industry dynamics in lithium production, EVs, and energy storage sectors.
- Won Bruin Stock Group's 2023 Annual Stock Pitch competition, securing 1st place among 8 competing teams.

Treasurer

Sep. 2022 – June 2023

UCLA Club Sampling Club

Los Angeles, CA

- Managed club finances by creating and maintaining budgets, tracking expenses, and allocating funds for events.
- Led fundraising and reimbursements efforts, coordinating with university funding sources to support club activities, resulting in a \$700+ increase in club profits compared to the previous academic year.

TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, PyTorch), R (dplyr, ggplot2), SQL

Technologies: Tableau, Excel (Advanced Functions, VBA), GitHub