Jordan Reyes

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EDUCATION

University of California, San Diego — San Diego, CA
B.S. in Data Science; GPA: 3.7 — *2016 – 2020*

EXPERIENCE

Insight Analytics Group — Los Angeles, CA
Data Analyst — *2021 – Present*

- **Customer Insights Platform**: Built dashboards analyzing churn, segmentation, and lifetime value using Python, SQL, and Tableau, improving retention strategy accuracy by 22%.
- **Predictive Modeling**: Developed ML models forecasting monthly demand using Random Forest and Gradient Boosting, reducing forecasting error by 18%.
- **Data Pipelines**: Automated ETL pipelines using Airflow and Snowflake, cutting manual reporting time by 40 hours/month.

BluePeak Tech — San Diego, CA
Junior Data Analyst — *2020 – 2021*

- **Operational Reporting**: Created KPI dashboards for internal teams using SQL + Power BI.
- **A/B Testing**: Analyzed experiment data for product changes, increasing onboarding completion by 9%.
- **Data Cleaning**: Wrote automated scripts for anomaly detection and data validation.

PROJECTS

- **Job Market Salary Predictor**: Designed regression models using Python and Scikit-learn to estimate salary ranges from job descriptions with 87% accuracy.
- **Real-Time Analytics Dashboard**: Built a Streamlit dashboard visualizing live sales data using WebSockets + Plotly.

ACHIEVEMENTS

- **Top 5%**: Kaggle "Retail Demand Forecasting" competition.
- **Dean's List**: UCSD, 4 semesters.

SKILLS

- **Proficient**: Python, SQL, Tableau, Data Modeling, Scikit-learn, Pandas

- **Comfortable**: R, Power BI, Airflow, Snowflake, Git