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EDUCATION

Carnegie Mellon University, Tepper School of Business   August 2020 – May 2024
- Bachelor of Science in Business Administration (Analytics and Data Mining) and Decision Science

EXPERIENCE

UCLA, Data Scientist   March 2024 – Present
- Spearheading development and implementation of analytical reports, utilizing PowerShell, PowerBI, SQL, and Python to drive strategic decision-making for UCLA's Office of Research Administration and Technology Development Group.
- Curating and analyzing complex datasets from transactional systems and data warehouses, employing computational, data visualization, and data science methodologies to uncover hidden trends and patterns for actionable insights for diverse stakeholders.

Cream Kicks, Founder   March 2020 – Present
- Founded, scaled, and managed a diverse business portfolio from physical goods resale to NFT and Crypto trading, boosting 5 sneaker stores' sales by 8% developing partnerships with owners to collaborate and grow, generating six figures in revenue annually
- Utilized deep learning model to analyze trends and predict profitable investment opportunities in Web3 digital asset markets. The expansion backed by robust data-driven strategies, resulted in a 9200% growth in revenue within the first eight months.

Wells Fargo, Advanced Data Scientist Intern   June 2023 – August 2023
- Contributed to a 12% increase in campaign efficiency and 70% reduction in fraud rates for the PAZE marketing campaign creating a 20% increase in targeted customer engagement by utilizing PySpark, SAS, and SQL to filter over 10TB of customer, online interaction, and fraud claim data across multiple relational databases in Teradata systems in Hawaii and North Carolina.
- Developed guides for 45-person team to assess the performance of causal inference packages: Causal & Econ ML and DoWhy, quantitatively comparing accuracy, computational efficiency, and accessibility on 15 customer datasets reducing processing by 25%.
- Led team presentation with 5 ADAP colleagues on causal inference tools and initiated consolidation methods to remove redundant information while maintaining 100% of the key content, improving audience engagement by 30% with key stakeholders.

New York Life, Data Analytics Intern   June 2022 – August 2022
- Created Tableau Dashboards from data of customers who have converted from term life policy plans to whole life plans, which showcased the trend of an average 20% decline in whole life plan value every 10 months between the end and start dates and presented findings to the VP of Digital Experience and to agents across 20 states to motivate customer conversions with data.
- Designed and tested 50 dashboards tailored for agents and managers, focusing key performance metrics like customer interaction times, sales conversion, and resolution rates which enhanced user experience as agent inquiries went down by 20% next month.

KEY PROJECTS & ACCOMPLISHMENTS

Language Modeling: Building a Language, Python
- Engineered a linguistic analysis tool for predictive text modeling and comparative linguistic analysis by altering text corpora, creating foundational data for language model generation involved functions to compile unique word lists and pairings.
- Produced visual analytics tools to graphically contrast the usage frequency of top words and starting words, culminating in insightful data visualizations that illustrate preferences between the two authors.

Design and Implementation of a Robotic Delivery Database for Domino's Pizza, SQLite & Valentina Studio
- Crafted a SQL database to analyze 10,000 transaction records including customer data, addresses, social media, past orders, alongside optimizing delivery logistics increasing speed by 30% compared to car delivery while keeping relatively low costs.

Airbnb Data Retrieval and Analysis, MongoDB
- Constructed advanced MongoDB query to optimize data analysis uncovering regional market trends for Airbnb listings, analyzing over 100,000 records, quantifying rental capacity and pricing, providing actionable insights for competitive positioning and pricing.

LEADERSHIP & ACTIVITIES

Alpha Kappa Psi, Kappa Class President   February 2022 – April 2022
- Oversaw a class 17 students, organizing and executed multiple events, including Industry Insights and How to Work a Room, aimed at fostering networking, soft skill development, and fraternity cohesion, successfully engaging an average of 75% each event.

TomChei LA (Non-Profit), Lead Delivery Coordinator   August 2018 – July 2021
- Coordinated weekly delivery of 80 meals, directly contributing to the nourishment of 40 underprivileged Jewish families for Shabbat dinners, enhancing the operation's efficiency by 20% through the implementation of optimized routing and scheduling practices.

SKILLS, LANGUAGES, & INTERESTS

- Advanced: Data Analytics, SQL, Tableau, R Studio, Mongo DB, Microsoft Office, Big Data, Data Visualization, Causal Inference
- Intermediate: Python, Marketing, Accounting, Business Strategy, PySpark, Teradata, Finance, PySpark, SAS, PowerBI, PowerShell
- Interests: Fashion, Design, Basketball, Tennis, Crypto Currency, Web3, DIY Projects, Digital Marketing, Sports Analytics