Seth Arreola

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Education

California State University of Fullerton — Fullerton, CA
Masters of Science in Statistics — *Aug. 2021 – May 2023*

California State University of Fullerton — Fullerton, CA
Bachelors of Arts in Mathematics — *Aug. 2018 – Dec. 2020*

Crafton Hills College — Yucaipa, CA
Associates in Science Degrees: Mathematics, Economics — *Aug. 2014 – May 2018*

Experience

Statistical Consultant - EA — Jan. 2023 – Present
Electronic Arts — *CA*

- Consulted EA's performance mobile marketing team of Data scientists. The primary goal of this consultation was to develop and optimize a conversion schema to track iOS user's post-install data for short and long term revenue prediction.
- Tools and technology's used ranged from a variety of machine learning models all coded in Python

Mathematics/Statistics/and R-programming Tutor — Dec. 2020 – Present
San-Bernardino, Orange Counties, and Remote — *CA*

- Assisted and tutored Graduate, Undergraduate, and High school students in a rage of mathematics and statistic topics. Moreover, helped students translate statistic topics and ideas into actionable R-code.

CSUF Research Assistant — Jan. 2020 – May. 2021
Research Project - COVID Transmission Analysis Portfolio-page — *Fullerton, CA*

- Research consisted of developing a series of statistical models that were applied to COVID-19 data in order to model the transmission of the virus, along with gaining insight into the nature of transmission effectiveness among differing counties with respect to mobility data. Tools used for exploration and modeling include R, rShiny, and ggplot. Findings were presented to the National Conference of Undergraduate Research.

Research Project - Barley Lake Hiatus Estimation Portfolio-page

- Assisted with creating novel methodologies for estimation and convergence of probability distributions.
- Worked in conjunction with statisticians from CSUF, University of Waterloo, and geologists from CSUF, and UCLA to estimate rainfall hiatus at Barley Lake as a consequent of climate. Methodologies and results were documented and was submitted to the Journal of Environmental Statistics.

Projects

A Statistical Analysis of San Francisco Airbnb Data — Sep. 2022 – Dec. 2022
Portfolio-page

- In this analysis, a predictive engine is developed to predict the price per night of a given listing to the benefit of property owners, helping them gauge their listings worth, coupled with extensive exploratory data analysis. The study is focused on Airbnb's San Francisco market place, where multiple model were developed (including tree-based methods: Random Forests and Extreme Gradient Boosting, as well as Neural Networks).

MLB Pitch-type Analysis — Jan. 2022 – May 2022
Portfolio-page

- In this project a range of robust statistical models were applied to MLB data (saber-metrics) in order to model strike calls made by umpires, for the purpose of acquiring insight into the nature that pitch-types has on umpires effectiveness at making correct calls. Results suggest the probability of a strike call is not consistent in the edge of the strike zone among differing pitch-types.

Technical Skills

R-programming(5+ yrs) and related packages (tidyverse ggplot),
Python and related packages (Numpy, Pandas, Scikit-learn),
SQL, RMarkdown, LaTeX, Microsoft(Excel, PowerPoint, and Word) git, RShiny