Tatum Good

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Summary

Data scientist with a BS/MS in Data Science and minors in Computer Science and Mathematics, blending machine learning, statistical analysis, and data visualization. Passionate about transforming real-time and complex data into actionable insights through clean design and clear communication. Collaborative, impact-driven, and experienced in building interpretable models and tools across diverse projects. Four-year collegiate swimmer, earning multiple All-Northwest Conference Scholar Athlete and Academic All-District accolades, along with being an Academic All-America Finalist.

Education

Master of Science in Data Science, Willamette University | *GPA: 4.0* **Expected August 2025**

Bachelor of Science in Data Science, Willamette University | *GPA: 3.75* **May 2025**

Minors in Computer Science and Mathematics

Technical Skills

- **Programming Languages:** R, Python, SQL (Postgres), HTML, CSS
- **Data Skills:** Data Visualization, Analysis, Engineering, Modeling
- **Technologies:** Jupyter, RStudio, Anaconda, PostgreSQL, MongoDB, Apache Airflow, Supabase, DuckDB, Railway, MinIO, Docker, GitHub, Visual Studio Code, Google Colab, APIs
- **Libraries:** Matplotlib, Scikit-learn, Pandas, NumPy, Pytest, Plotly, Tidyverse, dplyr, tidyr, ggplot2, shiny

Relevant Experience

People Operations Intern, Childhelp | *Scottsdale, Arizona* **July 2024 – August 2024**

- Migrated payroll data to a new system. Developed a structured data pipeline optimizing processing efficiency and reducing operational costs for long-term scalability.
- Designed and implemented a Google Sheets–based tracking system with built-in validation rules to ensure data accuracy, completeness, and integrity during transfer.
- Applied data governance and ethical practices to handle sensitive employee records securely, ensuring confidentiality.

Summer Intern/Analyst, 3N Consulting Group | *Bethesda, Maryland* **June 2023 – August 2023**

- Conducted quantitative market analysis on Fortune 500 companies using Excel, LinkedIn, and industry datasets to identify high-value consulting opportunities and segmentation strategies.
- Analyzed cross-sector trends (tech, finance, healthcare) using structured data and competitive intelligence to assess product-market fit and inform strategic targeting.
- Created data-driven reports and predictive insights to support business development decisions, contributing to optimized outreach pipelines and refined go-to-market plans.

Marketing Assistant, Good Good Ventures, LLC | *Scottsdale, Arizona* **August 2022 – August 2023**

- Managed and structured Excel datasets to accurately track customer interactions, product inventory, and sales performance, leading to improved data reliability and workflow efficiency.
- Analyzed customer behavior patterns to support personalized marketing strategies, enhance audience targeting, and improve overall engagement outcomes.
- Streamlined remote collaboration by implementing task management systems and marketing automation tools, ensuring consistent operations and more effective digital campaign execution.

Projects

Odds of Participation, Data Science Graduate Capstone *PostgreSQL, R, Python, Docker, Supabase*

- Built a normalized data pipeline to investigate correlations between sports betting revenue and state-level income and education trends across the U.S. (2018–2023). Designed and deployed a custom web scraper to collect Census API data, cleaned and transformed JSON into structured SQL tables, and organized data into a star schema. Conducted visual and statistical analysis in R to explore relationships across time and geography.

A Picture is Worth a Thousand Words, Data Science Graduate Research *R, Google Sheets, ggplot2, tidyr, readr*

- Analyzed -173 New York Times graphics from 2015–2024 to explore how data visualization practices changed during the COVID-19 pandemic. Examined shifts in graphic design, complexity, and communication themes to understand how visuals both reflected and influenced public perception during the crisis using qualitative coding and R-based analysis.

Student Performance Factors, Undergraduate Python for Data Science *Python (Pandas, Seaborn, Scikit-learn), Jupyter*

- Led a team of four in analyzing factors influencing student exam performance using a synthetic dataset of 6,600+ records. Conducted exploratory data analysis and built predictive models to examine relationships between sleep, study habits, motivation, and socioeconomic status. Engineered features and visualized key interactions to define traits of an "ideal" student profile. Explored the impact of internet access, parental education, and attendance on performance outcomes.

Awards & Involvement

DIII Women's Varsity Swimming, Willamette University **2021-2025**

Theatre Scholarship Recipient, Willamette University **2021-2025**

Willamette Impact Award & Trustee's Scholarship Recipient, Willamette University **2021-2025**