THEO BRAVOS

Los Angeles, CA • (530) 300-0073 • tbravos@usc.edu • linkedin.com/in/theobravos • https://theobravos.github.io/

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **December 2025**
Master of Science in Business Analytics (STEM); Progressive Degree
- Relevant Coursework: Financial Analytics, Business Analytics, Machine Learning in Finance

University of Southern California, Marshall School of Business – Los Angeles, CA   **May 2025**
Bachelor of Science, Business Administration (STEM); Business Analytics Emphasis
- Relevant Coursework: Applied Statistical Learning methods, Macroeconomics, Microeconomics
- Honors & Athletics: Dean's List, Presidential Scholar, NCAA D1 Football

DATA SCIENCE PROJECTS

Insurance Loss Analytics, *Statistical Learning Methods* - USC   **Spring 2025**
- Engineered 20+ features on 37K-record dataset; built XGBoost, RF, SVM, and logistic models. Tuned XGBoost to ROC-AUC 0.929 with 85% recall
- Created LassoCV and XGBoost-Tweedie regressors to predict loss cost per exposure (MSE ≈ 73K) and adjusted loss (MSE ≈ 705K)
- Presented findings and recommended premium adjustments, reserve allocation improvements, and a monitoring framework for high-risk profiles using Python (pandas, scikit-learn, XGBoost) and PowerPoint

Al-Driven NIL Partnership Optimization Tool, Global MSBA Case Competition - USC   **Spring 2025**
- Designed a gamified AI brand-matching system to optimize NIL partnerships & valuations for athletes, driving sustainable growth for CacheAI and empowering stakeholders in decision-making and placed 2nd
- Curated and merged 12 data sources (social engagement, on-field performance, demographic fit) into 6k-record feature store
- Built a real-time "Trending" module that flags athletes with sudden engagement spikes cutting sponsor discovery time by over 35%

Music Entertainment Analytics, Advanced SQL for Data Analyst - USC   **Spring 2025**
- Performed end-to-end exploratory analysis in PostgreSQL on agents, customers, and engagements
- Constructed time-series and net-contribution analyses (window functions, CTEs) to identify top performers and under-utilized talent
- Delivered strategic recommendations and mock dashboards (revenue, net result, preference scores) using SQL and Tableau

PROFESSIONAL EXPERIENCE

Prep Baseball Report – Los Angeles, CA   **March 2022 – September 2022**
Data Analyst Intern
- Automated a Python to Tableau pipeline that produces contract-ROI dashboards; reduced manual work 30% and gave general managers a real-time view of expected return vs. risk.
- Conducted financial/performance valuations on 100+ players, integrating analytics to enhance recruitment
- Collaborated with cross-department teams to properly present player performance insights for scouts

Optimal Sports NIL Agency– Los Angeles, CA   **May 2021 – August 2021**
Business Intelligence Intern
- Constructed automated Excel dashboards that track 30 + real-time athlete KPIs, equipping agents with data-driven insights to pinpoint undervalued talent and negotiate higher-value sponsorship deals
- Analyzed market trends to identify 15+ athlete engagement opportunities, surfacing underrated athletes and unlocking over $250k in sponsorships
- Collaborated with cross-functional teams, including legal departments, to streamline sponsorship processes

TECHNICAL SKILLS

- **Programming & ML:** Python, SQL, R
- **Analytics & BI:** Tableau, Power BI, A/B testing, Exploratory Data Analysis
- **Cloud & DevOps:** AWS, GCP Big Query, Git, Docker
- **Financial Analysis***: Time-series modeling, risk assessment, valuation models, ROI analytics