

Thomas Moore

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EDUCATION

Chapman University, Orange, Fowler School of Engineering— Orange, CA

May 2022

Bachelor of Science, Data Analytics, Minor: Business Administration

- *Relevant Coursework: Statistical Models in Business, Applied Business Analytics, Data Structures and Algorithms, Machine Learning, Artificial Intelligence, Computer Networks, Database Management, Web Engineering*

RELEVANT PROJECTS

Twitter Data Analysis: Airline Sentiment Project

Fall 2022

Improved customer sentiment for major airlines by determining root cause of negative sentiments in weather related flight cancellations and providing actionable steps to help resolve as follows:

- Reviewed, organized, cleaned, and created relevant variables for data processing
- Created informative visuals within excel based on Tweets per day, percent share by sentiments, Tweet sentiment by airline, Tweet sentiment by region, sentiment accuracy confidence
- Used R and Python to rebuild the Tweet sentiment using K-means clustering and regression models
- Visualized data insights in Python and Excel to chart consumer sentiment with correlating weather patterns
- Leveraged data analysis to create actionable business insights projecting a decrease in negatively labeled tweets

Rosetta Stone Executive Summary Project

Fall 2022

Made suggested business changes from findings associated with subscribers not renewing the product based on findings of a flawed email system resulting from the action steps as follows:

- Collaborated effectively with a diverse group of team members
- Reviewed, organized, cleaned, and created relevant variables for data processing
- Created visuals in Tableau and Python to aid relevant model creation
- Determined most valuable subscribers by running linear regression models in both Python and R
- Used a Random Forest model to determine the subscribers most likely to buy an additional service
- Proposed potential business opportunities based on model and preliminary findings based on variables strongly correlated with subscriber renewal and discontinuation of user subscription

BUSINESS EXPERIENCE

The Butter Boys (non-profit) – Los Gatos, CA

Fall 2015 – Spring 2016

CEO / CFO

- Developed early company vision and executed steps to creating and selling product
- Managed financials and coworkers within the company
- Lead and collaborated with coworkers to create an effective approach in product distribution
- Raised over \$2,000 for Lucile Packard's Children Hospital within 2 months of starting the business

SKILLS & INTERESTS

<i>Programming:</i>	Data cleaning (R: dplyr, stringr, lubridate), web scraping (R: rvest, xml), Big Data (R: SparklyR)
<i>Visualization:</i>	Capture trends and unusual behavior (R: ggplot2, ggviz, tableau, plotly), spatial visualization (R: ggmap, leaflet), MATLAB
<i>Dashboard:</i>	Tableau, R: Shiny,
<i>Modeling:</i>	Supervised learning methods (linear regression, logistic regression, lasso, decision trees, random forests, svm), unsupervised learning methods (kmeans, hierarchical clustering), deep learning (CNN, RNN, LSTM, GAN)
<i>Optimization:</i>	Linear, non-linear, discrete and dynamic optimization
<i>Languages:</i>	R, Python, SQL, NoSQL, C++, C#, Javascript, Java
<i>Specialization:</i>	Marketing analytics, fraud analytics, operations analytics, text analytics, game analytics, time-series analysis, healthcare, entertainment, consumer behavior, sales
<i>Soft Skills:</i>	Communication, leadership, dashboarding, personability, strategy, problem framing
<i>Interests:</i>	MLB, NBA, backpacking, board games, music

LEADERSHIP & SERVICE

- *Captain*, Los Gatos Baseball, De Anza League MVP
- *Volunteer Worker*, Shining Stars: Los Gatos Calvary Church

Spring 2015 – Spring 2018

Fall 2014 – Spring 2018