

Travis Roth

travisro@uw.edu • (425) 394-9541 • [linkedin.com/in/travis-roth](https://www.linkedin.com/in/travis-roth)

SUMMARY

Enthusiastic about uncovering the potential within data and processes, my journey has been all about finding better ways to do things. My toolbox includes Python, R, SQL, and multiple visualization tools, but my real strength lies in my ability to see the big picture, solve the important problems, and communicate my findings. I'm now seeking roles in data analytics, data science, and machine learning, excited to apply my skills in a space where innovation and analysis intersect to drive meaningful change.

EDUCATION

University of Washington, Michael G. Foster School of Business

Seattle, WA

BA Business Administration, Information Systems and Marketing (Analytics)

September 2020 – June 2024

Cumulative GPA: 3.7/4.0

Dean's List, Freshman Direct (early entrance program)

WORK EXPERIENCE

EDF Renewables North America

San Diego, CA

Information Architecture & Data Analyst Intern

June 2023 – September 2023

- Created intranet maintenance and ownership solution for twelve teams, gathering requirements, designing, and automating the process.
- Drove growth efforts for an internal CoP by gathering and analyzing two years of historical membership data with Excel, Power Query, and PowerBI
- Collaborated with six team leads to migrate data encompassing 1688 pages and files, ensuring data accuracy & access.
- Presented findings at department-wide forums, improving presentation, verbal, and visual communication skills.

The Mifos Initiative: Non-Profit Financial Software, Apache Software Foundation

Seattle, WA (Remote)

Partner Growth & Business Development Intern

February 2022 – June 2023

- Implemented Salesforce email templates and merger fields, reducing partner outreach workload by 40%.
- Crafted custom branding materials assets, learning the importance of iterative and user-centered design.
- Spearheaded outreach efforts, generating leads, facilitating partner onboarding, and ensuring excellent customer support.

RELEVANT PROJECTS

Beating The Bookmakers with Machine Learning

CART Modeling and Business Strategy

- Trained random forests classification model to analyze NFL games, with the goal of predicting future game outcomes.
- Cleaned and manipulated dataset and engineered features to improve model performance.
- Back tested betting strategy to evaluate model performance in a variety of scenarios, with accuracy of 61% on test.

Data-Driven Business Strategy for Wine Sales

CART Modeling and Business Strategy

- Unveiled customer segments through KMeans clustering, decoding purchasing patterns in the wine market.
- Translated complex data into compelling visuals using seaborn and matplotlib, aiding strategic decision-making.
- Crafted a comprehensive business strategy presentation, leveraging data-driven insights from clustering analysis.
- Provided concrete recommendations for marketing strategies, bridging data insights with business objectives.

DubGrub Mobile Ordering

Qualitative Market Research Study

- Conducted 15 observational interviews and one 4-person focus group to gather qualitative consumer data.
- Uncovered actionable consumer behavior insights regarding mobile ordering preferences among UW students.
- Recommended strategic app design changes based on secondary research and qualitative behavioral insights.

SKILLS

- **Tools:** MySQL, Power BI, Tableau, Microsoft 365 & Power Platform, Google Workspace, Atlassian Tools, Salesforce
- **Data Science & Analytics:** Excel, Python, R, SQL, Regression Analysis, Decision Trees, Clustering, Simulation
- **Additional Skills:** Verbal & Written Communication, Adaptable Problem Solving, Collaborative, Attention to Detail