

William Tran

714-786-0764 | williamtran314@gmail.com | Relocating to Houston, TX

EDUCATION

Georgia Institute of Technology

Master of Science in Analytics

Anticipated completion in 2026

Atlanta, GA

Aug. 2024 – Current

University of California, Santa Barbara

Bachelor of Science in Statistics and Data Science

Santa Barbara, CA

Sept. 2019 – Mar. 2023

EXPERIENCE

Fundraising Data Analyst

Saint Louis University

Sept. 2023 – Current

St. Louis, MO

- Conducting statistical analyses of large datasets to enable our development team to effectively identify, cultivate, solicit, and steward prospective donors
- Producing data visualizations in Python and Tableau to share findings and strategic recommendations with development executives, fostering data-driven fundraising and ensuring department adherence to recognized policies and standards
- Initiating, developing, and executing multiple new analytics projects from conceptualization through completion, ranging from ad-hoc regional reports to KPI tracking dashboards to advanced predictive modeling tools, delivering actionable insights and data-driven solutions

Customer Sales Analyst

UCSB Arts & Lectures

Sept. 2019 – Mar. 2023

Goleta, CA

- Managed box office sales and exchanges, accessing customer data via the Tessitura CRM platform to resolve complex issues regarding purchases, seating, and event access over the phone and email
- Supervised student ticket office workers, providing managerial support on-site and in the office
- Assisted a diverse group of patrons throughout Arts & Lectures events on-campus, off-campus, and online

PROJECTS

Dungeons and Donors (Apra Data Science Now 2024 Finalist) | *Python*

May 2024 – August 2024

- Selected as a featured presentation at Apra's national 2024 Prospect Development Conference
- Created a bespoke fundraising campaign plan for a simulated organization
- Applied results from time-series modeling to forecast realistic fundraising goals
- Sorted prospects using a custom-made gift pyramid based on statistical analysis of given donor base

Optimizing our Outreach | *Python, scikit-learn, Jupyter Notebook*

August 2023 – Sept. 2023

- Developed a logistic regression machine learning model predicting donor retention
- Visualized the feature importance of the model to determine the most significant factors in predicting retention
- Extracted actionable insights and recommendations from statistical analysis of the model

TECHNICAL SKILLS

Languages: Python, SQL, R, C++, SAS

Tools: Tableau, Google Cloud Platform, Jupyter Notebook, VS Code

Libraries: pandas, NumPy, Matplotlib, scikit-learn, Plotly