

William Tran

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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

Data Analyst

Saint Louis University

Sept. 2023 – Current

St. Louis, MO

- Conducting statistical analyses of large datasets to increase the effectiveness of various fundraising campaigns for all Saint Louis University departments
- Working on machine learning models in Python to accurately predict donor behavior using gradient boosting, logistic regression, etc.
- Producing data visualizations in Python and Tableau to share findings and strategic recommendations with our fundraising team

Customer Sales Analyst

UCSB Arts & Lectures

Sept. 2019 – Mar. 2023

Goleta, CA

- Managed box office sales and exchanges, accessing customer data via our virtual point-of-sale system 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

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

August 2023 – Sept. 2023

- Developed a 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