William Tran

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Education

Georgia Institute of Technology — Atlanta, GA
Master of Science in Analytics — *Aug. 2024 – Current*
Anticipated completion in 2026

University of California, Santa Barbara — Santa Barbara, CA
Bachelor of Science in Statistics and Data Science — *Sept. 2019 – Mar. 2023*

Experience

Prospect Development Analyst — Sept. 2023 – Current
Saint Louis University — *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 advanced predictive modeling tools, delivering actionable insights and data-driven solutions

Customer Sales Analyst — Sept. 2019 – Mar. 2023
UCSB Arts & Lectures — *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

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 an entirely new bespoke 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, Blackbaud FPM, Google Cloud Platform, Jupyter Notebook, VS Code
Libraries: pandas, NumPy, Matplotlib, scikit-learn, Plotly