

ALYSSA DAY

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SUMMARY

Analytical and detail-oriented aspiring data analyst with a solid foundation in SQL, Python, and statistical modeling. Experienced in uncovering insights through exploratory analysis, regression techniques, and interactive dashboards. Proven ability to develop performance metrics, optimize workflows, and support financial case studies with clear, data-backed narratives. Currently expanding expertise in A/B testing, Power BI, and campaign performance analysis. Known for cross-functional collaboration, strong organization, and delivering results in fast-paced, data-driven environments.

PROJECT EXPERIENCE

Predictive Asset Targeting (Healthline) – Revenue Optimization Analysis Jul 2025

Python, Scikit-learn, Pandas, Seaborn, Jupyter

- Modeled conversion likelihood for health content assets using user session data
- Simulated revenue lift (+44%) vs. baseline with Random Forest and Logistic Regression
- Recommended model deployment strategy based on business impact

Fake News Classification – NLP & Classification Feb 2025

Python, SVC, Naive Bayes, TF-IDF

- Classified articles as real or fake using Naive Bayes and SVC on TF-IDF features from labeled news datasets
- Performed text preprocessing, exploratory data analysis, and compared model performance

Crime Rates and Housing Vacancies – Data Science Capstone Aug 2024 - Dec 2024

Team Lead | Python, Pandas, Sci-kit Learn, Matplotlib

- Analyzed U.S. Census and FBI data to assess how non-violent crime affects residential vacancies
- Built and compared regression models (RF, GBM, Linear); improved performance by +2.9% via feature selection (homelessness)
- Presented results through narrative-driven visuals and storytelling techniques

EDUCATION

Bachelor of Science in Data Science Aug 2021 - May 2025

University of North Carolina at Charlotte

- GPA:** 3.7, Relevant Courses: Data Structures, Data Mining, Database Design, Advanced Statistics
- Concentrations:** Artificial Intelligence, International Studies

SKILLS

Tools	Excel, Power BI, Tableau, SQL, Python, SAP (basic familiarity), SAS, Java
Libraries/Frameworks	Pandas, NumPy, Scikit-learn, Jupyter, Git, PivotTables, VLOOKUP, Charts
Databases	MySQL, PostgreSQL, SQL Server (familiar), working knowledge of cloud-based database architectures
Soft Skills	Analytical thinking, Communication, Independent problem-solving, Cross-functional teamwork

WORK EXPERIENCE & LEADERSHIP

Bayhost/Event Ambassador – Topgolf Sep 2022 - May 2025

- Provided attentive service in a fast-paced, high-volume setting. Supported group events by managing logistics, communicating with guests, and coordinating with team members to ensure smooth operations. Responded to guest needs in real time while balancing multiple responsibilities.

Social Media Coordinator – Native American Student Association Mar 2021 - Aug 2024

- Designed social media graphics and event promotions using tools like Canva and Adobe Express, resulting in increased engagement and outreach across platforms.