

Jennie Le

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EDUCATION

Fordham University, Gabelli School of Business , New York, NY <i>Master of Science in Business Analytics, Data Science Track</i>	Aug 2019 – Dec 2020 GPA: 3.83/4.0
Elizabethtown College , Elizabethtown, PA <i>Bachelor of Science in Business Administration</i>	Jan 2014 – Dec 2017 GPA: 3.5/4.0

SKILLS

Data Science Tools: Tableau, Python, R, SQL, NoSQL, Spark, SPSS, Google Analytics
Cloud: Google Cloud Platform, AWS

WORK EXPERIENCE

Data Science Research Assistant – Gabelli School of Business , New York - NY	Jan 2020 – Dec 2020
<ul style="list-style-type: none">Collaborated with engineers and designers on a robust Prophet model that predicts fashion trend life cycles and helps boutique clothing brands identify product trend opportunities.Designed the dataset by identifying 50 Product Tags and social media metrics such as Engagement Rate, Growth, and Reach.Collected, aggregated, and analyzed 10GBs of Instagram data on Google Cloud to measure popularity of Product Tags using Pandas and Instagram's API.Built automated visualization dashboards by extracting data from MySQL server to track and evaluate real-time model performance on 50 fashion trends.	
Graduate Assistant – Gabelli School of Business , New York - NY	Jan 2020 – Sep 2020
<ul style="list-style-type: none">Developed materials and led over 10 technical training workshops on data analysis tools (Tableau, Python, SQL, Excel) for 120 MBA students.Conducted exploratory analyses using advanced visualization tools in Tableau to derive data driven insights for various projects ranging from litigation crowdfunding to PhD researcher migration.	
Data Analytics Intern – Alvarez & Marsal , New York - NY	May 2020 – Aug 2020
<ul style="list-style-type: none">Performed descriptive and predictive analyses by applying data visualization and text mining techniques to examine the relationship between organizational culture and financial performance.Wrote Python scripts to scrape S&P500 company information from online sources and extract culture keywords from 60,000 documents, reduced manual effort by 50%.	
Economic Research Analyst – Haver Analytics , New York - NY	Feb 2018 – Mar 2019
<ul style="list-style-type: none">Queried internal and client databases to generate product performance insights using Oracle MySQL.Coordinated with database managers and engineers to build customized product solutions for clients.Automated the extract, transform, load (ETL) pipeline for 250 databases with Python, achieving 90% cost reduction for the firm's real-time database updating process.Revamped internal database systems by implementing weekly code reviews to ensure client data quality.	

PROJECTS

College Basketball Bracket Prediction, 2020 Fordham Data Crunch March Madness Competition	Mar 2020 - May 2020
<ul style="list-style-type: none">Engineered new features and applied Random Forest, Logistic Regression, and Cross Validation to predict NCAA Men's College Basketball Tournament bracket. Achieved Honorable Mention as top 5 optimal models.Performed exploratory analysis in Tableau and presented findings to judges, Deloitte consultants, and Fordham faculty.	
Song Recommendation Systems and Lyrics Visualization, Big Data Project	Jan 2020 - May 2020
<ul style="list-style-type: none">Preprocessed song lyric data using natural language toolkit to create word clouds and higher-dimensional plots that dynamically display keyword frequency and lyric trends.Built a lyric-based recommendation system by constructing a data pipeline from SQLite databases and implementing new features using Latent Dirichlet Allocation, TFIDF and Word2Vec on Google Cloud.	
Twitter Malicious Bots Classification, Web Analytics Project	Sep 2019 - Dec 2019
<ul style="list-style-type: none">Built a Random Forest classifier with 91.7% accuracy in detecting fake profiles by scraping and analyzing over 200,000 tweets using Twitter's API and Semantic Analysis.Created visualization dashboards to analyze and identify behavioral trends of social media bots using engagement metrics such as daily followers, daily tweets, and retweet frequency.	