AMELIA MEYER

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EXPERIENCE

Data Analyst III   2022 - PRESENT
Magic Touch Software   *San Marcos, CA*

- Develop reports using SQL and Crystal Reports to support analysis of inventory, marketing performance, and sales trends across 200+ labs
- Clean and structure raw data with Excel and SQL for customer database integration
- Maintain and enhance customer portal frameworks using HTML and CSS
- Partner with Customer Success to interpret CRM feedback and optimize training and process efficiency

Data Analyst   2019 - 2022
UCSB Interdisciplinary Collaboratory   *Goleta, CA*

- Collaborated with twarc developers to enhance Twitter data analysis tools and document functionality with Python and GitHub Pages
- Facilitated data workshops covering Geospatial Raster, SQL, and Bash
- Developed Azure Speech-to-Text models to transcribe bilingual interviews in English and Chinese

PROJECTS

Mood Prediction from Spotify Audio Features:

- Built a binary classifier to predict whether a song is happy based on Spotify audio features such as valence, danceability, energy, and acousticness
- Created labeled dataset from valence scores (valence ¿ 0.5 = happy); performed preprocessing, scaling, and feature engineering
- Trained and evaluated four models (Logistic Regression, Random Forest, SVM, XGBoost), achieving 0.72 accuracy and F1 score with Random Forest
- Tools: Python, Pandas, NumPy, Scikit-learn, XGBoost, Matplotlib, Seaborn, Jupyter, Git/GitHub

NLP with Amazon Reviews

- Developed a supervised machine learning pipeline to classify Amazon product reviews (500K+ records) into 1–5 star ratings using only review text.
- Engineered text features via tokenization, stopword removal, sentiment scoring (TextBlob), bigram extraction, and LDA-based topic modeling.
- Compared Naive Bayes, Logistic Regression, and Random Forest classifiers; achieved an F1 score of 0.81 in predicting customer satisfaction.
- Tools: Python, scikit-learn, Pandas, Gensim, CountVectorizer, Seaborn, Jupyter

SKILLS

Languages	English (Native), German (Proficient)
Programming Languages	R, Python, SQL, SAS, Git, Markdown, Bash, HTML, CSS, PySpark
Software Framework	twarc, Github, Sklearn, Raster, TensorFlow, Tableau, Excel, Power BI

EDUCATION

University of California, Santa Barbara   2018 - 2022
BS in Statistics and Data Science