

Sumaiya Alvi

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Education

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Santa Barbara, CA

Bachelor of Science in Statistics and Data Science. GPA: 3.63

Expected Grad: March 2026

Relevant Coursework: Data Science Principles, Understanding Data, Design of Experiments, Regression Analysis

Experience

BEATS BY DRE DATA ANALYTICS EXTERNSHIP

Remote

Qualitative & Quantitative Insights Extern

March 2025 - July 2025

- Conducted qualitative and quantitative analysis to uncover Gen Z consumer insights for audio devices
- Used Python, data science libraries, and Gemini AI to perform sentiment analysis and visualize consumer feedback across multiple audio device brands.
- Summarized insights and presented findings through a detailed data dashboard and visual presentations for actionable business strategies.

UCSB DAILY NEXUS NEWSPAPER

Santa Barbara, CA

Data Section Journalist

October 2024 – June 2025

- Published 3 data-driven articles annually for UCSB's school newspaper, with an audience of 22,000+
- Used research findings and data analysis to evaluate the local housing crisis and identify cost-effective housing options for students at UC Santa Barbara.
- Performed EDA and created relevant infographics using Datawrapper and/or Python
- Collected data through interviews, public records requests, web scraping, and database analysis

AMAZON HUB LOCKER+

Isla Vista, CA

Locker+ Associate

November 2023 – June 2024

- Tended to customer needs by fetching packages within an allotted time period and wrapping up return packages to be shipped back to the warehouse.
 - Collaborated with coworkers to organize packages of various sizes and weights in the storage facility, allowing for packages to be located in a quick and effective manner.
 - Provided assistance to customers that were having technical difficulties with their return/pick-up, developing familiarity with the technology at the locker site.
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Projects

Consumer Insights & Social Listening Analysis (Beats Pill Launch) | April 2025 - June 2025

Python, Google Colab, EDA, Sentiment Analysis, Qualitative Analysis

- Collected, cleaned, and structured qualitative and quantitative consumer data from surveys and social media conversations related to the Beats Pill product launch
- Performed sentiment analysis and exploratory data analysis (EDA) to identify key drivers, feature trends, and patterns in consumer perception and behavior
- Built data visualizations and an insights dashboard to communicate findings clearly to non-technical stakeholders
- Developed a consulting-style final presentation translating data insights into actionable product and marketing recommendations, strengthening skills in consumer analytics, storytelling, and stakeholder communication

Employee Attendance & Work-Mode Dashboard (WFH vs WFO Analysis) | August 2025

Power BI, Excel, DAX

- Cleaned and transformed attendance datasets using Power BI Query Editor and Excel preprocessing techniques
 - Created DAX measures to calculate key metrics such as WFH/WFO counts, presence rates, sick-leave percentages
 - Built interactive dashboard visuals with slicers and filters to analyze attendance trends across employees/months
 - Automated data updates by integrating Power BI with Google Sheets/Excel data sources
 - Developed end-to-end BI reporting workflow, strengthening skills in data modeling, visualization design, and dashboard deployment.
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Skills

Technical: Python, R, SQL, SAS, Power BI, DAX, Datawrapper, ArcGIS, Notion, Microsoft Excel, Pandas

Analytics: Exploratory Data Analysis, Sentiment Analysis, Data Visualization, Qualitative and Quantitative Analysis