LAURYNN COLEMAN

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PROFESSIONAL SUMMARY

Emerging Decision Analytics professional with a strong foundation in data analysis, predictive modeling, and business intelligence, backed by hands-on experience in research and applied analytics projects. Proficient in SQL, Python, and R for data preparation, statistical modeling, and database management, with additional expertise in visualization tools such as Tableau and Power BI. Skilled at transforming complex, categorical, and large-scale datasets into clear insights that inform strategic decision-making. Known for effective stakeholder communication, problem-solving abilities, and the ability to bridge technical analysis with business impact. Experienced in applying machine learning, forecasting, and natural language processing techniques to drive optimization and actionable outcomes.

EDUCATION

Virginia Commonwealth University, Richmond, Virginia   August 2023 – December 2024
Master of Decision Analytics | GPA 4.0
Relevant Coursework: Database Management & Advanced SQL, Statistics for the World of Big Data I & II, Machine Learning, Forecasting Methods, Data Mining & Python

Virginia Commonwealth University, Richmond, Virginia
Bachelor of Science in Biology   August 2019 – May 2022

SKILLS

Python(pandas, NumPy, scikit-learn, matplotlib, seaborn), R(dplyr, ggplot2, fpp3), SQL(MySQL, SQLite), Microsoft Office, Tableau, PowerBI, Simio, Git/GitHub.

DATA ANALYTICS ACADEMIC PROJECTS

DAPT 681-682: Analytics Practicum | Rental Market Analysis for Predicting Space Utilization   Fall 2024
Team partnered with a real-world real estate data company under NDA to analyze the rental market.
- Cleaned proprietary rental market data, developed Logistic Regression and Random Forest models to predict vacancy trends, then delivered insights that improved stakeholder strategies for space utilization.
  Tools: Python (Jupyter Notebook, Pandas, NumPy, Matplotlib, Scikit-learn), Excel

DAPT 611: Issues and Analytics: Machine Learning | Resident Data Analysis for Community Enhancement   Summer 2024
Team partnered with a community development organization under NDA to analyze resident data.
- Preprocessed survey data, developed personas for the residents using KMeans clustering, and applied LLMs to analyse free response; the findings presented to stakeholders helped identify areas community engagement strategies.
  Tools: Python (Google Colab, Pandas, Scikit-learn, Matplotlib), Excel

DAPT 632: Forecasting Methods and Applications | Bluefin Tuna Forecasting Market Dynamics   Spring 2024
Case project focused on using time-series forecasting models on real data.
- Built ARIMA and exponential smoothing models to forecast Bluefin tuna price dynamics; evaluated model performance and presented results to class with visualizations to recommend time to mass purchase Bluefin tuna.
  Tools: R(fpp3), Excel

WORK EXPERIENCE

Philips Institute for Oral Health Research | VCU School of Dentistry, Richmond, Virginia
Lab Research Technician 2   August 2022 – Current
FWS Laboratory Assistant   August 2021 – May 2022
- Conduct protein expression and purification experiments to support biochemical research.
- Created and managed lab inventory and track supply spending to ensure efficient operations.
- Perform SDS-PAGE and Western blot analyses to assess protein integrity and support ongoing research projects, contributing to data accuracy and reliability.
- Ensure compliance with institutional and regulatory policies, maintain lab safety standards and protocol adherence to uphold research integrity.