

Alexandra Lugo

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SUMMARY

NYU Data Science graduate seeking the Data Analyst role at Zynga. Experienced translating large behavioral datasets into stakeholder-ready dashboards, VIP engagement insights, and campaign analyses using SQL, Python, Tableau, and BigQuery. Bilingual English and Spanish.

WORK EXPERIENCE

AI Document Intelligence Extern

Pfizer

Jul 2026 - Present | Remote

- Built Python extraction pipelines using PyMuPDF and pdfplumber to structure unstructured pharmaceutical documents, enabling fast retrieval and automated reporting for compliance workflows.
- Deployed a Retrieval-Augmented Generation pipeline with LlamaIndex and FAISS integrating Gemini, Mistral, and Phi-2 for real-time document question-and-answer across large clinical datasets.

Data Scientist AI Training Expert

micro1

Jun 2026 - Present | Remote

- Designed multi-step agentic evaluation workflows with deliberate data complexity to stress-test AI reasoning, instruction-following accuracy, and autonomous decision-making across connected applications.
- Scored model outputs against structured rubrics and delivered evidence-based evaluation notes that directly informed model improvement priorities and performance benchmarking.

Data Analyst Intern

Sallie Mae, Chief Data Office

May 2025 - May 2026 | Remote

- Accelerated business intelligence adoption by 30% by building Tableau and PowerBI dashboards tracking data quality metrics; presented insights directly to Chief Data Office leadership to inform governance roadmap.
- Improved data accessibility for 500+ enterprise users by building Python API integrations with Alation and SQL pipelines to automate metadata accuracy workflows for cross-functional stakeholders.

PROJECTS

Cookie Cats A/B Test Analysis

R, Statistical Hypothesis Testing, Bootstrap Resampling, A/B Testing, ggplot2

- Quantified \$246K annual revenue impact by conducting two-proportion z-tests and 10,000-iteration bootstrap resampling across 90,189 players, identifying a 4.6-point Day 7 retention decline among high-value users.
- Built R Markdown dashboards visualizing segmentation analysis and statistical confidence intervals, delivering a campaign effectiveness recommendation grounded in binomial distribution methodology to non-technical stakeholders.

GA4 E-Commerce Business Insights

SQL, BigQuery, Tableau, Cohort Analysis, Customer Analytics

- Surfaced \$17.7K revenue recovery opportunity by analyzing 270,000 users in BigQuery, identifying 93.6% churn and building cohort retention models to reveal a critical Month 1 player re-engagement window.
- Created Tableau dashboards tracking engagement metrics, purchase patterns, average revenue per user, and channel attribution, delivering actionable VIP outreach insights to cross-functional stakeholders.

EDUCATION

New York University — New York, NY

B.A. Data Science, Business Studies | GPA: 3.6 | Aug 2022 - May 2026

SKILLS

Languages: Python (Pandas, NumPy, Scikit-Learn), R (tidyverse, ggplot2, R Markdown), SQL, Java

Data Warehouses & Cloud: BigQuery, Snowflake, AWS, Google Cloud Platform

BI & Visualization: Tableau, PowerBI, Looker, Advanced Excel

Data Engineering & Analytics: Airflow, ETL workflows, API integration, data pipelines, Alation, Google Analytics 4 (GA4), A/B testing, cohort analysis, statistical hypothesis testing, bootstrap resampling

Languages Spoken: English (fluent), Spanish (fluent)