



JASMINE BAHREMAND

BUSINESS ANALYTICS & DATA ANALYTICS PROFESSIONAL

M.S. Business Analytics (STEM)
USC Marshall School of Business

CONTACT

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Los Angeles, California

TECHNICAL TOOLS

- SQL - joins, CTEs, window functions
- Python - Pandas, Scikit-learn
- XGBoost, LightGBM, GLM, SHAP
- Tableau and Power BI
- Excel - PivotTables, XLOOKUP, Solver
- GitHub and Make automation

ANALYTICS EXPERTISE

- Machine learning
- Predictive modeling
- Regression and clustering
- Hypothesis and A/B testing
- NLP and sentiment analysis
- Customer segmentation
- Data visualization
- Business intelligence

PROFESSIONAL PROFILE

Business analytics professional with graduate-level training in machine learning, statistical modeling, SQL, Python, business intelligence, and data visualization. Experienced translating complex datasets into recommendations across pricing, marketing performance, consumer insights, revenue strategy, and operations. Combines analytical rigor with business communication and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Paid Social Content Producer

Narrative Ads - Pasadena, CA | Mar 2023 - Aug 2024

- Evaluated campaign KPIs across 10+ consumer brands, including HelloFresh, Calm, and Hey Dude, surfacing engagement and conversion insights to guide campaign optimization.
- Designed and executed A/B tests on ad creatives using CTR, CPA, and ROAS; scaled a top-performing campaign to 35.5M impressions and 10K+ conversions.
- Managed 25+ weekly client deliverables and developed brand briefs and editing templates that streamlined cross-functional handoffs across international teams.

People Operations Coordinator

Meaningful Works - Los Angeles, CA | Jun 2022 - Mar 2023

- Led cross-agency coordination with the Los Angeles City Council to earn Green Business certification and created an Excel tracking system for sustainability KPIs across 100+ inventory items, supporting a 15% carbon-footprint reduction.
- Audited weekly expense data in Divvy, identified cost drivers and anomalies, and presented findings to the Controller to improve budget visibility and spending decisions.
- Redesigned onboarding through interviews with 10+ stakeholders; built structured workflows and training modules adopted across teams.

EDUCATION

University of Southern California - Marshall School of Business

Master of Science in Business Analytics (STEM) | May 2026

- Dean's List - all completed semesters

University of Southern California - Marshall School of Business

Bachelor of Science in Business Administration | May 2022

Marketing emphasis; Psychology minor; Magna Cum Laude.

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SELECTED PROJECTS & ANALYTICS PORTFOLIO

CORE COMPETENCIES

- Business analytics
- Pricing optimization
- Marketing analytics
- Consumer insights
- Revenue analytics
- Dashboard development
- Data storytelling
- Executive reporting
- Cross-functional collaboration
- Workflow improvement

TARGET ROLES

- Data Analyst
- Business Analyst
- BI Analyst
- Product Analyst
- Marketing Analyst
- Consumer Insights Analyst
- Analytics Consultant
- Strategy Analyst

HONORS

- Dean's List
- Magna Cum Laude

PORTFOLIO

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SELECTED ANALYTICS PROJECTS

Predictive Pricing Optimization

USC | Spring 2025 | Python, XGBoost, LightGBM, GLM, SHAP

- Built and compared seven machine-learning models to forecast insurance claim likelihood and cost; the best classifier achieved ROC-AUC of 0.7921.
- Applied SHAP to segment policyholders into four tenure tiers and identified Emerging customers (3-5 years, approximately \$712 average loss) as the highest-risk segment.
- Recommended risk-adjusted pricing and tiered deductibles for low-premium policies.

Content Performance Analysis

USC | Fall 2024 | Python, Regression, Clustering

- Developed multiple linear regression ($R^2 = 0.464$) and clustering models on a 952-song dataset to evaluate playlist placement, audio features, and release timing.
- Identified playlist placement and seasonality as stronger stream drivers than audio features and created a Spotify-versus-Apple prioritization strategy with season-specific timing ($p < 0.001$).

Regional Sales Revenue Insights

USC | Fall 2024 | SQL, Tableau, Business Intelligence

- Queried and transformed five relational datasets using joins, aggregations, and CTEs to analyze \$23.1M in sales across five regions and uncover 216% revenue growth over three years.
- Revealed a \$277K revenue gap across sales-representative portfolios and visualized territory disparities to support reallocation across high-demand regions.

SmartStack AI

Portfolio Case Study | AI Operations and Business Strategy

- Developed an AI-enabled warehouse optimization concept focused on identifying loading errors before they reach customer receiving docks.
- Combined operational analysis, computer-vision workflow design, gamification, supplier reporting, and business-case development into an end-to-end solution concept.

Sustainability Consumer Research

Portfolio Case Study | Qualtrics, Regression, Segmentation

- Evaluated whether sustainability messaging changes consumer purchase behavior using qualitative interviews, survey research, experimentation, and statistical modeling.
- Found product quality and fit to be stronger purchase drivers than sustainability messaging and identified fair labor as the highest-interest sustainability initiative.