

Alexander Peczon

+1-510-435-6806

peczonalex@gmail.com

BakedSoups

apeczon

Mission

Leveraging analytics, statistical methods, and data visualization to transform complex datasets into actionable business insights. Interested in uncovering patterns in real world data that drive better decisions and measurable outcomes.

Education

University of San Francisco

Graduated 2026

B.S. Computer Science

Relevant Coursework: Linear Algebra, Statistics, Vector Calculus, Software Engineering, Computer Architecture, Algorithms

Experience

Future Tilt - Software Engineer

Jul 2025 – Present

Built scalable analytics, data, and automation systems

San Francisco

- Queried and analyzed ecommerce marketing data in BigQuery to produce quarterly business reports across 50+ brands, tracking revenue, conversion rate, average order value, recipient growth, and customer retention.
- Developed Looker Studio dashboards and automated reporting workflows that transformed raw Shopify and Klaviyo data into self-service analytics, improving visibility into campaign performance and business trends.
- Built customer segmentation and churn-monitoring workflows using SQL and Python, identifying disengaged customers and supporting more targeted marketing strategies across client accounts.

MAGICS Lab - NLP Research Assistant

Mar 2025 – May 2026

Built large-scale analytical datasets and data pipelines

San Francisco

- Built parallelized ETL pipelines across 5 virtual machines to process and transform 20,000+ news articles into structured analytical datasets.
- Developed data models that extracted entity relationships and sentiment trends from large text corpora, enabling downstream analysis of media coverage patterns.

Alaris Security - Junior Fullstack Engineer

Aug 2025 – Nov 2025

Developed cybersecurity analytics and automation systems

San Francisco

- Designed data orchestration workflows using Prefect and Airflow to normalize and integrate telemetry from CrowdStrike, Elastic, and Microsoft Defender into unified datasets for security analytics.
- Built data processing pipelines that analyzed millions of security events, identifying malicious activity patterns and supporting automated compliance reporting workflows.

University of San Francisco - Data Analyst / Web Intern

Jul 2024 – Jul 2025

Predictive analytics and admissions reporting

San Francisco

- Conducted exploratory data analysis on 500,000+ student records from SLATE, transforming raw SQL exports into datasets and applying PCA to identify relationships between admissions events, geography, and enrollment outcomes.
- Identified regional enrollment patterns, including strong correlations between Florida applicants and SEO-driven recruitment channels, informing admissions marketing strategy.

University of California, Merced - Data Analyst Intern

Aug 2023 – May 2024

Educational analytics and survey research

Merced

- Analyzed thousands of Qualtrics survey responses and conducted focus groups with 500+ students, using Pandas and OpenAI-assisted categorization to identify factors associated with student engagement and academic performance.
- Presented research findings on educational assessment methodologies at the Fresno State Exemplary Practices in Higher Education Conference.

Projects

NextSteamGame.com Recommendation Engine (Open Source)

Feb 2025 - May 2025

Explainable Similarity Search Recommendation Engine

San Francisco

- Built a recommendation pipeline for 80,000+ Steam games using PostgreSQL, ChromaDB, ModernBERT, and LLM-assisted semantic extraction. Converting 2000 raw steam reviews into usable tags + vectors letting users find similar games based on defining attributes such as Jazz fusion.
- Grew the platform to 30,000+ users and 35+ GitHub stars while maintaining a fully open-source code base.

Technical Skills

Languages: Python, SQL, Go, TypeScript, JavaScript

Analytics & BI: Microsoft Excel, Looker Studio, Google Sheets, Pandas, NumPy, Scikit-learn

Data Platforms: BigQuery, PostgreSQL, MongoDB, DuckDB, ChromaDB

Data Engineering: Airbyte, Airflow, Prefect, AWS Lambda, ETL Pipelines, Data Modeling

Cloud & Tools: AWS, Google Cloud, Git, Ubuntu, Shopify API, Klaviyo API