

# Shuang Xia

Toronto, ON

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## Education

### York University

*Bachelor of Arts in Information Technology*

**Jan. 2022 – May 2025(expected)**

*Toronto, ON*

### Zhongnan University of Economics and Law

*Bachelor of Management in International Business*

**Sep. 2016 – Jul 2020**

*Wuhan, China*

## Skills

**Languages:** SQL(MySQL/PostgreSQL), Python(pandas/Numpy/Matplotlib), R(tidyverse), Java, MATLAB

**Framework/Tools:** AWS(S3/Glue/RedShift), Google Cloud(BigQuery), MongoDB, PowerBI, Tableau

**Certifications:** Google Data Analytics Professional Certificate

## Experience

### Schneider Electric

*Data Analyst Intern*

**Sep 2019 – Jan 2020**

*Wuhan, China*

- Designed a marketing strategy to boost department sales by 3% with a 99% high customer satisfaction rate by developing data systems, implementing algorithms to ensure data integrity, and conducting an interactive dashboard in PowerBI.
- Increased 12% data transformation efficiency by designing data models in MySQL and data pipelines in Java to manage transaction data with client information among excel/csv, relational database, AWS Glue and Redshift.
- Developed a one-stop data preparation with automated ETL pipelines by receiving data from the sales team from secured AWS-S3 and auditing the order details with customized outlier detection algorithms in the business intelligence dashboards.
- Implemented a sales recommendation to boost seasonal sales by 6% by identifying the co-promote opportunities of electrical hardware with market basket analysis in the apriori algorithm.
- Analyzed the marketing effectiveness of the customized co-promote options for different customer segmentations with a/b testing in Python.
- Established a strong liaison between the sales team and customers, actively engaging in addressing customer inquiries and providing data-driven solutions, ensuring optimal customer satisfaction and strengthening relationships.

## Projects

### Profitability Modeling for Airbnb Investment

**Jun 2023 - Sep 2023**

- Evaluated the profitability of investment opportunities in NYC by conducting exploratory data analysis for Zillow and Airbnb Data, designing algorithms to analyze and solve the data quality issues automatically, and created a profit mode in renter market
- Identified real estate investment Value by predicting future 10 years property values with historical time series data with ARIMA models and utilized ggplot to create data visualizations
- Applied leaflet packages to create an interactive map to display the most profitable investment opportunities, created a SWOT analysis to help the business to evaluate recommendations and designed a business intelligence dashboard in Tableau

### Walmart Sales Data Analysis

**Aug 2022**

- Designed marketing strategy to boost local grocery sales by 15% by analyzing Walmart sales data from multiple branches using SQL to extract insights into branch performance, product trends, and customer behavior.
- Conducted data wrangling, including handling missing values and feature engineering in relational database SQL.
- Performed exploratory data analysis (EDA) and calculated key metrics, such as revenue and profitability, to drive data-driven decision-making and presented findings through visualizations and reports.

### Bike Sales Analysis

**Jun 2022**

- Analyzed relationships among income, commute distance, age, and bike purchase decisions in the bike buyer dataset with pivot tables.
- Transformed pivot table insights into charts, culminating in an interactive dashboard, showcasing proficiency in data manipulation, analysis, and visualization.
- Conducted extensive data cleaning within Excel, eliminating duplicates, reorganizing, and renaming sections to ensure data integrity.