DAN TO

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DATA ANALYST

TECHNICAL SKILLS

Python | R | RStudio | Tableau | Excel | Anaconda-Navigator | Oracle | Workbench | MySQL | PostgreSQL
Data Analysis | Linear Regression | Cluster Analysis | Data Visualization | Time Series Analysis

PROFESSIONAL EXPERIENCE

RIVERBED TECHNOLOGY | SAN FRANCISCO, CA (REMOTE) SEP 2021 – PRESENT
BUSINESS ANALYTICS

JUNIOR DATA ANALYST

- Developed charts in Tableau to analyze the cause of duplicate email addresses in Riverbed's leads in Salesforce.
- Formulated an outline and presentation of how to determine which email within a pair of duplicates to keep as the master record.
- Gathered email data through Adobe Marketo Engage detailing emails delivered, opened, and clicked.
- Designed charts in Tableau displaying the monthly response rate of emails delivered by Riverbed based on email count per recipient.

IQVIA | PLYMOUTH MEETING, PA (REMOTE) JUL 2021 – AUG 2021
DATA STEWARDSHIP & GOVERNANCE

DATA STEWARD

- Used Data Harmonizer to match data regarding over 5000 health care organizations from both IQVIA and their client, GSK.
- Used IQVIA's internal database reference, OneKey, to verify GSK's source data.

FRANKLIN TEMPLETON | SAN MATEO, CA JUN 2019 – DEC 2019
CUSTOMER ANALYTICS

DATA ANALYST (INTERN)

- Designed and built a clustering model by translating a Python predictive model into R to measure the performance of *7500 financial advisors*; this resulted in finding data regarding sales patterns over the last 5 years that could be used for revenue optimization
- Utilized the cluster model that was developed to analyze all business actions of *6000 financial advisors* to identify which actions would reduce costs and increase revenue
- Created a cost-saving strategy using the patterns found which would impact *3000 financial advisors*, this was presented to C-level executives to be implemented to all financial advisors to increase sales and revenue

ANALYTICS EXPERIENCE

SANTA CLARA UNIVERSITY | SANTA CLARA, CA JUN 2019 – AUG 2019
PROJECT: FIXED EFFECTS MODEL, MLB PAYROLLS

- Created a fixed effects model in R to figure out if increased payroll affects winning in Major League Baseball and if winning affects a team's payroll next season
- Used a two-ways model to remove any fixed effects in relation to time as well as the individual team so that causal data would become clear
- Discovered that teams with worse win-loss records in the regular season will likely decrease their payroll for next season while playoff teams outside of the #1 seed will heavily increase their payroll next season
- Discovered that the net increase in a team's payroll for the next season had a significantly positive impact on a team's net

increase in wins
- Compared the causal effects of winning on spending and spending on winning; determined that spending has a greater effect on a team's on-field success than the other way around

SANTA CLARA UNIVERSITY | SANTA CLARA, CA SEP 2019 – DEC 2019
FINAL PROJECT: CLIMATE CHANGE TRENDS

- Studied climate change trends by querying data using PostgreSQL of minimum and maximum temperatures dating back to 1949; this was used to prove the theory that average temperature has increased over 60+ years
- Created two OLS regression models that successfully proved that temperature has increased over 60+ years

SANTA CLARA UNIVERSITY | SANTA CLARA, CA MAR 2019 – JUN 2019
PROJECT: TABLEAU, INTERNATIONAL CONSOLE SALES

- Used Tableau to create tables comparing video game console sales in North America, Japan, and Europe
- Discovered through multiple tables that console sales in Japan follow different trends than they do in both North America and Europe

HARVARD BUSINESS SCHOOL ONLINE OCT 2020 – DEC 2020
PROJECT: BUSINESS ANALYTICS

- Performed regression analysis in Excel to calculate the amount of variation in a dataset explained by the independent variables in the model
- Performed A/B testing to analyze the differences between two populations by using a two-sample t-test

SAN JOSE STATE UNIVERSITY | SAN JOSE, CA APR 2017 – MAY 2017
PROJECT: LINEAR PROGRAMMING, RC COLEMAN

- Developed a linear programming model using Excel Solver to study cost reduction for RC Coleman as they wanted to automate their operations by installing computer systems and conveyor belts
- Calculated the total cost required to reduce the implementation time of automation products from *43 weeks to 38 weeks* using Excel Solver
- Used a risk equation to calculate the probability of this project being completed within 40-weeks; we found that there was an *80% probability* with the *cost being $2250*

EDUCATION

Master of Science, Business Analytics, Santa Clara University (Leavey School of Business)
Bachelor of Finance, San Jose State University
Business Analytics Certificate, Harvard Business School Online