

Kyle Yandow

Data Analyst

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DATA ANALYTICS EXPERIENCE

Nashville Software School, Nashville, TN

January 2021

Data Analytics Bootcamp covering current platforms and methods including, but not limited to, Python, Tableau, Power BI, SQL, Excel.

- [SQL project examining Sean Lahman's baseball statistics database.](#)
- [Nashville Cemetery project analyzing burial records from 1846 to 1979. Data cleaning, analysis and visualizations conducted in Excel. Group project.](#)
- [Metro Nashville Department of Emergency Services project using 911 call and dispatch data for 2020 adverse weather events. Group project.](#)
- [Scrape and analyze marathon data using Python, Beautiful Soup.](#)

WORK EXPERIENCE

Tennessee Performing Arts Center, Nashville, TN -
Assistant Manager of Patron Services

JULY 2018 - PRESENT

Nashville's Premier Performing Arts Center, serving 380,000 audience members over 500 performances and events per year.

- Performed analysis of email open and unsubscribe rates to drive new communications strategy during COVID-19 pandemic. Led to increase in open rate of 35%.
- Created reporting in proprietary Sisense data warehouse (Tessitura Analytics) to examine sales trends across customer segments, informing how the advertising strategy targeted those segments..
- Responsible for formal outbound patron services email communications, including event reminders and sales messages; 5-7 emails composed per week on a rigid timeline.

SKILLS

Python

SQL: PostgreSQL/MS SQL

Tableau

Power BI

Excel: Data Visualization,

Power Pivot, SQL integration

EDUCATION

Nashville Software School, Nashville, TN — Data Analytics Bootcamp, January 2021

San Jose State University, San Jose, CA — Graduate study in Linguistics (2007-2009)

University of Pittsburgh, Pittsburgh, PA — Bachelor of the Arts, English Writing (2001)

VOLUNTEER

Women's Flat Track Derby Association (WFTDA) - Officials Certification Copy Editor - DECEMBER 2018 - PRESENT

WFTDA Certified Level 2 Roller Derby Referee

Referee for Silicon Valley Roller Derby, Bay Area Roller Derby, Nashville Roller Derby - 2010 - Present

Curran, San Francisco, CA - Manager of Ticketing and Customer Care

MARCH 2016 - MAY 2018

Historic Broadway Theater in San Francisco's Union Square Theater District.

- Analyzed seat map and sales data to create heat maps of seat inventory to drive pricing decisions; using the Processing technology framework.
- Established a new ticketing team and customer service processes and policies following the full renovation and restoration of historic 1,677 seat theater.
- Measured the leg room available at each seat location and enhanced the online seat map to contain leg room details, reducing customer complaints and adding valuable information to the ticket purchase process.

AudienceView (formerly Vendini), San Francisco, CA - Client Onboarding Coordinator

Ticketing Software as a Service Company focused on performing arts event ticketing.

AUGUST 2014 - MARCH 2016

- Provided business-critical digital services to ticketing clients, including seat map creation and merchant account integration for credit card processing. Up to 60 short-term projects in progress at any given time.

San Jose Repertory Theatre, CA - Manager of Patron Services

The major regional theatre company that served the Silicon Valley and San Jose California, producing an average of 8 plays per year.

OCTOBER 2007 - JUNE 2014

- Created a Front of House report that integrated with Tessitura ticketing database, enabling analysis of sales and customer service trends; used Sybase Infomaker, SQL Server Reporting Services.
- Created a framework for implementing dynamic pricing based on performance capacity thresholds; decisions able to be made within hours of a performance rather than days..
- Report layout and data integration with Sybase Infomaker, SQL Server Reporting Services, Tessitura.
- Managed all Front of House operations for 584 seat theater, including house management, concessions, 12 box office staff, and 200 volunteer ushers.