Data Analyst/ Business Analyst

STEPHEN CASSATA

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Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, Matplotlib, Jupyter)
- **Tableau**
- R (R studio)

- Excel (VLOOKUP, Conditional Formatting, Pivot Tables)
- LaTeX
- Figma

Projects

AIRBNB CUSTOMER SATISFACTION ANALYSIS – University Project – Amherst, MA   December 2022

- Conducted an analysis of Airbnb listings in Los Angeles, exploring factors influencing customer ratings and satisfaction.
- Formulated research questions and used data cleansing, normalization, and column transformations to extract valuable insights.
- Utilized **Excel** and **SQL** to cleanse and filter through a large dataset removing duplicates, irrelevant columns, and outliers. Created new sheets for host and property information, enabling efficient querying and analysis.
- Created informative data visualizations using **Tableau** to present key findings, enhancing the accessibility and clarity of insights derived from the analysis.

CELTICS WIN STREAK ANALYSIS – University Project – Amherst, MA   May 2022

- Proficiently utilized **R Studio** and the "nbastatR" R Package to gather, clean, and analyze NBA game data.
- Applied statistical techniques, including linear probability models, to assess player efficiency and game plan changes, showcasing strong quantitative analysis skills.
- Created informative visualizations using **ggplot2**, to effectively communicate performance insights on the 82-game 2021-2022 season, emphasizing the ability to present complex data in a visually appealing and accessible manner.

DATA SCIENCE OPIOID ANALYSIS – Personal Project – Amherst, MA   May 2021

- Proficiently analyzed a dataset comprising thousands of opioid mortality records using **RStudio**, applying statistical techniques for trend identification and demographic insights.
- Employed statistical methods, including **time series analysis** and demographic segmentation, to extract actionable insights.
- Created compelling data visualizations with **ggplot2** and **seaborn**, translating complex findings into accessible visuals for informed decision-making. Presented to a 50+ person lecture.

Work Experience

Account Executive – The Highlander Group LLC – Boston, MA   December 2022 - October 2023

- Consistently met daily sales targets, engaging with over **100 potential customers** per day, securing renewable energy contracts.
- Demonstrated strong product knowledge and professional communication skills, ensuring high customer satisfaction and retention rates.
- Collaborated with my 8-person team to enhance each other's abilities in a results-oriented environment.

Event Staff – JOHNLEONARD – Boston, MA   October 2023 - Present

- Help operate many scientific events being held at the Boston Convention Center with upwards of **10,000 guests**.
- Manage **IT Help Desk Support**, Coat Check, Registration, and more for seamless event operations.
- Serve as the main liaison between the company and clients at events, ensuring a positive and professional experience.

Education

Bachelor of Science in Informatics – University of Massachusetts Amherst – Amherst, MA   July 2023

Double Major: Economics. Focuses include **Business Analytics**, Software Development, and Data Science.