

CHI (ALISON) DANG

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EDUCATION

Drake University

Bachelor of Science

Des Moines, IA

08/2020 – 12/2023

- **Major:** Computer Science and Data Analytics, **Minor** in Business Administration
- **Honor & Award:** Presidential Scholarship, International Student Grant Scholarship
- **Certification:** IBM Data Science, Meta Front-End Developer.

PROFESSIONAL EXPERIENCE

EMC Insurance Companies

Business Data Analyst Intern

Des Moines, IA

05/2023 – 08/2023

- Improved policy accuracy by 10% and processing efficiency by optimizing reports with **Denodo SQL** and **Excel** integration.
- Automated monthly reports with **SQL** scripts and Excel templates, increasing accuracy by 20% and reducing reporting time by 30%.

Il Mulino Di Valenzano Bakery

Sales Data Analyst

Franklin Park, IL

05/2024 – 07/2025

- Built dynamic inventory reports in **Excel**, improving stock accuracy by 25% and reducing admin time by 30%.
- Enhanced customer satisfaction by 15% by applying Excel modeling to streamline sales and operations.
- Analyzed customer purchasing patterns using **QuickBooks** data to inform targeted sales strategies, improving campaign alignment.

SKILLS

- **Programming Languages:** Python, R, SQL, SAS, and Java.
- **Tools:** Excel (Advanced), Power BI, Tableau, QuickBooks, Denodo
- **Databases:** MySQL, PostgreSQL, NoSQL.
- **Web Technologies:** HTML5, CSS, and JavaScript (Node.js and React.js).
- **Other:** GitHub, Microsoft Office, TeamDynamix, Jira, Slack, and Figma.

RELATED PROJECTS

Consumer Demographics & Recommendations for Personal Skincare

- Predicted high-value customers with **89% accuracy** using Decision Trees and Random Forests in **R**, improving targeted marketing.
- Segmented customers using **SAS GLMs** to personalize skincare campaigns based on behavioral demographics.

Sales & Marketing Data Analyst – The Glow Company

- **Identified \$500K+** in top-performing product revenue; found that Sephora-exclusive and online-only products drove **97% of sales**.
- Analyzed 15+ years of historical sales data using **SQL**, **R**, and **Power BI** to evaluate promotional effectiveness in collaboration with the marketing team.

ADDITIONAL EXPERIENCE

Drake University ITS

Front Desk Student Technician

Des Moines, IA

03/2021 – 09/2023

- Resolved 50+ monthly technical issues via **TeamDynamix**, streamlining escalations and minimizing campus downtime.
- Installed software, configured systems, and maintained devices for faculty, staff, and students, reducing recurring issues by 20% and ensuring smooth campus operations.

Application Systems Analyst Student Technician

06/2022 – 09/2023

- Handled over 300 computers, including **MacOS**, **Windows**, and **PCs**, across faculty, staff, and lab environments, increasing efficiency by 20% and saving the department approximately \$5,000 annually.
- Troubleshoot imaging and software issues with cross-functional teams, cutting deployment errors by 15% and ensuring smooth campus operations.

Drake University Cowles Library

Peer Research and Access Services Student Assistant

Des Moines, IA

06/2022 – 12/2023

- Managed 100+ student and faculty inquiries annually via chat, phone, and in-person support, ensuring timely and professional resolution across all communication channels.
- Maintained and updated library databases, ensuring accurate records and streamlined resource tracking.

COMMUNITY INVOLVEMENT

Drake DATA Club

Secretary

Des Moines, IA

09/2021 – 12/2022

- Streamlined club communication for 50+ members by revising and maintaining the member database, achieving a 95% engagement rate for events, meeting, and activities.
- Facilitated efficient club operations by coordinating meeting schedules, recording minutes, and ensuring timely follow-ups, enhancing member participation and organizational transparency.