CHI (ALISON) DANG

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PROFESSIONAL EXPERIENCE

Il Mulino Di Valenzano Bakery — Franklin Park, IL
Sales Data Analyst — *05/2024 – Present*
- **Sales Analyst**: Implemented advanced Excel formulas and pivot tables to streamline inventory tracking and sales reporting, increasing stock accuracy by 25% and reducing administrative workload by 30% for a high-demand luxury catering company.
- **Operations Process Improvement:** Improved customer satisfaction by 15% through the streamlining of sales and operational workflows using Excel.
- Led development of customer feedback analytics framework that translated purchasing patterns into actionable sales strategies, resulting in optimized service offerings.

EMC Insurance Companies (top 60 insurance firm in US with 2,500 employees) — Des Moines, IA
Intern – Strategic Analyst — *05/2023 – 08/2023*
- **Data Accuracy:** Optimized reporting through Advanced Denodo SQL and Excel-based data integration, improving Michigan Work Compensation policy accuracy by 10% and enhancing processing efficiency while ensuring regulatory adherence.
- **Reporting Automation:** Developed SQL-based scripts and Excel templates to automate monthly reporting processes, boosting accuracy and efficiency and streamlining workflows for the strategic analytics team.

Drake University (Information Technology Support Center) — Des Moines, IA
Application Systems Analyst Student Technician — *06/2022 – 09/2023*
- Managed the deployment of over 300 computers across faculty and student labs, employing advanced automated scripting techniques that resulted in a notable efficiency increase of 20% during peak operational periods.
- Troubleshooted imaging and software compatibility issues with cross-functional teams at ITS, reducing deployment errors by 15% and ensuring smooth campus-wide operations during peak deployment times.

Front-desk Student Technician — *03/2021 – 09/2023*
- Prioritized and resolved over 150 technical issues monthly using a ticketing system, streamlining the escalation process for complex problems to senior ITS team members, ensuring minimal downtime across campus systems.
- Installed software, configured systems, and maintained devices for faculty, staff, and students, ensuring the seamless operation of campus IT resources and contributing to a 20% reduction in recurring technical issues.

EDUCATION

Drake University — Des Moines, IA
Bachelor of Science — *08/2020 – 12/2023*
- **Major**: Computer Science and Data Analytics, **Minor**: Business Administration
- Honor & Award: Presidential Scholarship, International Student Grant Scholarship

PROJECTS

Machine learning with R & SAS: Consumer Demographics & Recommendations for Personal Skincare
- Leveraged **SAS Generalized Linear Models** to analyze demographics and segment customers, providing data-driven insights that enhanced marketing strategies and personalized product offerings.
- Generated machine learning models (Decision Trees, Random Forests) in **R** to enhance premium skincare marketing strategies by predicting high-value customer segments with 89% accuracy.

Sales & Marketing Data Analyst – The Glow Co.
- Collaborated with the marketing team to analyze more than 15 years of historical sales and customer data, identifying product performance trends and promotional effectiveness using **SQL, R, and Power BI**
- Identified top-performing products that generated $500K+ in revenue, and revealed that Sephora-exclusive and online-only channels accounted for over 97% of sales volume

COMMUNITY INVOLVEMENT

Drake University – Peer Research and Access Services Student Assistant | Des Moines, IA | 06/2022 – 12/2023
- Managed inquiries from over 100 students and faculty annually via chat, phone, and in-person interactions; developed an efficient query categorization system that ensured fewer than five unresolved requests at any given time.

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.

SKILLS

- **Data Management and Analytics tools:** GitHub, Denodo, MySQL, PostgreSQL, Advanced Excel, Power BI, Tableau.
- **Programming Languages:** Python, R, SQL, SAS, HTML5, CSS, JavaScript (Node.js, React**), and Java.
- **Other Technologies & Tools:** Microsoft Office, QuickBooks, Jira, and Figma**.
- **Certification:** IBM Data Science, Meta Front-End Developer.