Emma J.

Boston, MA
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Detail-focused Data Analyst with knowledge in data warehousing, process validation, and business needs analysis. Proven to understand customer requirements and translate them into actionable project plans. Dedicated and hard-working with a passion for Big Data.

Willing to relocate: Anywhere
Authorized to work in the US for any employer

Work Experience

Data Analyst

Clovers Kitchen Incubator - Woburn, MA
September 2019 to December 2020

· Built models from data collection, processing, analysis through Python-driven clustering techniques, resulted in 10% sales revenue increased.
· Performed data analysis based on team requirements and inquiries, presented results based on data analytics techniques such as regression, factor analysis, prediction, and classification.
· Built a research plan that encompasses project objectives, timelines, and accountabilities along with data narratives to make information more engaging and actionable.

Marketing Analyst

EDGE Fashion - Boston, MA
June 2019 to September 2019

· Recommended fashion influencers on engagement strategies from data gathering to audience targeting methodologies based on a self-developed regression model.
· Advised influencers on brand positioning using classification (logistic regression, naïve bayes, stochastic gradient descent, KNN) along with segmentation of their followers.
· Identified relationship between brand values and social media influencer contents to recommend suitable influencers, calculated metrics such as lift, confidence, imbalance rates.
· Evaluated content effectiveness of creators and their audience using regression, assessing potential sales based on quality, growth, and follower engagements.

Education

M.S. in Computer Science - Data Analytics

Boston University - Boston, MA
January 2021 to December 2022

Bachelor's degree in Mathematics and Economics

Hobart and William Smith Colleges - Geneva, NY
August 2013 to May 2019

Skills

- Python
- SQL
- R
- JAVA
  Analytics: Regression Analysis
- Hypothesis Test
- Factor Analysis
- Discriminant
  Analysis
- Time Series Analysis
- Model Evaluation
- Data Cleaning and Exploring
  Machine Learning: Neural Networks
- Decision Tree
- Random Forest
- Logistic
  Regression
- Support Vector Machine
- Naïve Bayes
- K-means.
- Tableau
- MySQL
- Data Science
- Data Visualization
- Business Requirements
- Computer Science
- JavaScript
- Git
- Data Analysis
- AWS
- Customer Segmentation
- Visual Basic
- Project Planning
- Application Development
- Business Intelligence
- Natural Language Processing
- Software Development
- GitHub
- Data Warehouse
- Microsoft SQL Server

Additional Information

DATA RELATED PROJECTS

Physical Activity Analysis, Python Dec. 2021
• Collected 225 physical-related activity videos to generate visualization using python MatplotLib and applied 3 dimensionality reduction methods on the tensors (PCA, tSNE, and UMAP), 4 different clustering methods to determine the best clustering approach.
Gender Gap Analysis for Analytical Occupations, Python Dec. 2021
• Based on the O*NET database, conducted data analysis which resulted in females were slightly more acceptable than males for analytical occupations.
Boston House Pricing Analysis, R & Python Aug. 2021
• Analyzed house prices by managing data preparation, processing, analyzing using correlation tests, multiple linear regressions, ANOVA, ANCOVA, and residual analysis for multiple linear regression; identified machine learning classification model to compare against others such as logistic regression, KNN, decision tree, and random forest for comparison.
Daily Trading Label Prediction, Python July. 2021
• Predicted stock behavior using machine learning based on training and test data.
CDC Behavioral Risk Factor Surveillance System Data Analysis, JMP Pro June. 2021
• Built models using different attributes to accomplish 75% accurate on illness prediction.
Database Management for Hospitals, SQL Mar. 2021 – May. 2021
• Managed hospital system to maintain informational data on staffing, rooms, and warehouses.