ALEX LAO

Fremont, CA | 209-872-1975 | alexclao89@gmail.com | Github | LinkedIn

Multidisciplinary, driven Data Analyst with skills in SQL, Python, Excel, and Tableau from UC Berkeley's Data Visualization Bootcamp. Highly skilled in gathering, interpreting, and analyzing business data to identify patterns and trends that can enhance business opportunities and profit. Competent in condensing large datasets into powerful visualizations to paint a story that can be understood by non-technical audiences. Proven leader recognized for effective communication skills and implementing best practices to enhance decision-making and drive mutual growth. My analytical problem-solving abilities combined with my ability to manage diverse groups, makes me a valuable addition to any team.

SKILLS

SQL | Python | Jupyter Notebook | Pandas | Matplotlib | NumPy | Tableau

PROJECTS

Airbnb NYC: An Exploratory Analysis | https://github.com/aclao89/Airbnb_NYC
- Examined the Airbnb listings to understand consumer and host behavior, performance on the platform, guiding marketing initiatives, and implementation of additional services.
- Williamsburg had the most listings, 3900+, which can be attributed to the number of chic boutiques, trendy cafes, and buzzy restaurants.
- A WordCloud diagram showed that hosts used simple words such as room, park, cozy, to describe their listings for easier search results and account for international travelers.
- Tools: Jupyter Notebook, Python

Los Angeles Metro Bikeshare | https://github.com/aclao89/LA_Metro_Bike
- Analyzed consumer behavior in terms of membership types, volume of trips by month and day, popular routes, and geographical visualizations for 2017.
- October and February had 27,000 + and 5000+ trips taken, respectively.
- 87% of trips taken were one-way which calls further investigation into station placement.
- 63.4%and 2.4% of their membership base are monthly subscribers and one-day pass, respectively. This can be attributed to fee of $17/month and $5/day.
- Tools: Jupyter Notebook, Python

NBA All-Stars | https://github.com/aclao89/NBA_All_Stars
- Performed an exploratory analysis of the commonalities and differences of NBA All-Stars from 2000 to 2016.
- San Antonio Spurs had at least one All-Star every year, resulting in consistent regular season performances and playoff berths.
- 87% of the All-Star players were drafted in the 1st round which speaks on the accuracy of the draft and projection processes.
- Yao Ming was the 2nd rookie to be an All-Star after Grant Hill in 1995.
- Tools: Jupyter Notebook, Python

EXPERIENCE

Director of Personal Training | Optum | Nov. 2018-Current | Menlo Park, CA

Ensure that all Physical Activity Team Members are developing and executing best practices in accordance with industry standards and company operational guidelines. Regularly track and measure department performance, providing monthly reports on consultations, sessions serviced, scheduling, and individual staff performance. Responsible for hiring, coaching, developing Exercise Specialists and Personal Training staff.

- Analyzed weekly reports to strategize new approach, resulting in doubled initial consultations and 10% revenue growth in 2019
- Provided monthly member workshops and staff development seminars to boost client retention to 90% every month in 2019.
- Increased group fitness class attendance by 200% through analyzing client behavior and check-in reports

Exercise Specialist | Optum | Feb. 2018- Nov. 2018 | Menlo Park, CA
Provided fitness evaluations of client's abilities, needs, and physical conditions, to develop and implement progressive, individualized exercise programs to meet any special requirements. Monitored participants' progress and adapt programs as needed to balance health care with fun and motivating programs.

- Delivered results via scientific-based training principles, motivational interviewing, and leveraging technology to keep client retention at 90%.
- Implemented new member orientation protocol to increase consultation bookings by 150%
- Analyzed group fitness metrics to adjust classes to accommodate prime time usage, resulting in 35% increase in average class attendance.

Personal Trainer | Optum | Jul. 2017- Feb. 2018 | Menlo Park, CA
Designed individualized exercise programs to meet clients' health and wellness goals. Assisted in events, campaigns, and competitions hosted by the fitness center. Coordinated monthly fitness challenges for client engagement

- Maintained an 85% client retention rate with 35 clients through evidence-based program design, soliciting constant feedback, and adjusting to clients' needs
- Won Outstanding Performance for clean monthly audits, positive member feedback, and extending beyond normal job duties
- Created a "Good Form" workshops for members to coach proper technique on major compound movements which resulted in 15% increase in sales

Fitness Professional | Leisure Sports Hospitality | Apr. 2016 - Apr. 2018 | Fremont, CA
Handles initial consultations to access member's health with movement assessment and biometrics (In-Body). Lead both individual and group training session

- Increased fee-based enrollment in group training by 50% with performance tracking system
- Acquired Elite title after four months of employment, averaging $7,300 per month
- Received "Outstanding Performance" Award for $13,000 in revenue for August 2016

EDUCATION

Data Visualization Bootcamp Certificate, UC Berkeley Extension, Nov. 2019

SQL for Data Science Certificate, UC Davis Extension, Oct. 2018

Exercise Physiology (Masters' of Art), San Jose State University, May 2017

Exercise Biology (Bachelor of Science), University of California, Davis, Jun. 2013