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, analyzing, interpreting business data to identify patterns and trends. Proven leader, recognized for effective communication skills and implementing best practices to enhance decision-making and drive mutual growth.

SKILLS

SQL | Python | Excel | 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
- Tools: Jupyter Notebook, Python

Novel COVID-19: Analysis and Visualization | https://github.com/aclao89/Novel-COVID-19
- Maintained data integrity and analyzed the impact and spread of COVID19
- 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
- Tools: Jupyter Notebook, Python

EXPERIENCE

Director of Personal Training | Optum | Nov. 2018 - Current | Menlo Park ,CA
- Providing monthly member workshops and staff development seminars to boost client retention by 15%, resulting in a sustained 90% retention rate
- Analyzed weekly reports to strategize new booking system, resulting in doubled initial consultations and 10% revenue growth in 2019
- Increased group fitness class attendance by 200% through highlighting low attendance classes as part of our monthly member challenges

Exercise Specialist | Optum | Feb. 2018 - Nov. 2018 | Menlo Park, CA
- 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.

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 (Bachelors of Science), University of California, Davis, Jun. 2013