

ALEX LAO

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[Github](#) · [LinkedIn](#)

Multidisciplinary, driven Data Analyst with a passion for condensing large data into a simple to understand story. Adept at working independently and collaborating with teams across multiple functions to take information from a wide variety of sources and effectively break down concepts in layman terms to diverse audiences. Excels at solving complex problems.

SKILLS

- SQL
- Python
- Pandas
- Jupyter Notebook
- Tableau
- Data wrangling

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, a neighborhood in Brooklyn, had the most listings with 3900+ which can be attributed to the number of chic boutiques, trendy cafes, and buzzy restaurants

The top ten most reviewed listings had an average price of \$65.40 per night

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% of their membership base are monthly subscribers which can be a result of their affordable fee at \$17/month compared to 2.4% of one-day pass members at \$5/day

Tools: Jupyter Notebook, Python

Fatal Police Shootings | https://github.com/aclao89/Police_Shootings_2019

Investigated the conditions and demographics of victims surrounding fatal officer involved shootings between 2015-2018

Initial introduction of officer worn body cameras decreased the number of fatal police shooting by 11% from 2015 to 2016

Vast majority of people shot and killed by police are men and more than half of them are between the ages of 31 and 50

Arizona had the highest fatal shooting rate at 2.19 (per capita) as the state has one of the most lenient gun laws

Tools: Jupyter Notebook, Python

EDUCATION

NOVEMBER 2019

DATA VISUALIZATION BOOTCAMP CERTIFICATE, UC BERKELEY EXTENSION

OCTOBER 2018

SQL FOR DATA SCIENCE CERTIFICATE, UC DAVIS EXTENSION

MAY 2017

EXERCISE PHYSIOLOGY (MASTERS' OF ART), SAN JOSE STATE UNIVERSITY

JUNE 2013

EXERCISE BIOLOGY (BACHELORS OF SCIENCE), UNIVERSITY OF CALIFORNIA, DAVIS

EXPERIENCE

DIRECTOR OF PERSONAL TRAINING, PLUS ONE HEALTH MANAGEMENT

- 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
- Cultivated a rich team culture with a supportive management style, resulting in the least site turnover in the West coast region