

# AMANDA TU

DATA ANALYTICS | BUSINESS  
INTELLIGENCE

## CONTACT

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## EXPERTISE

DATA VISUALIZATION



DATABASE MANAGEMENT



STATISTICAL PROGRAMMING



DIGITAL ANALYTICS



STAKEHOLDER ENGAGEMENT



## TOOLS

ALTERYX

GOOGLE ANALYTICS

R

PYTHON

SQL

TABLEAU

## EDUCATION

M.S. Business Analytics, The College  
of William and Mary  
2019

B.A. Art History and Psychology,  
University of Virginia  
2016

## CERTIFICATIONS

ICAgile Certified Professional

## COMMUNITY INVOLVEMENT

Asian American and Pacific Network  
(APAN) at Booz Allen – Executive  
Board Member

Women in Data Science (WiDS) at  
Booz Allen – Social Good Pillar  
Deputy Lead

## EMPLOYMENT HISTORY

**Lead Data Scientist - Associate**

**July 2021 – Present**

**Staff Data Scientist - Senior Consultant**

**July 2019 – June 2021**

*Booz Allen Hamilton*

- Acted as a data analyst to the Internal Revenue Service, Office of Online Services, Collections and Bureau of the Fiscal Service Cybersecurity Strategy Center in support of performance measurement calculations, trend analyses, web analytics, and predictive time series modeling
- Combined analytics in SQL and R with appropriate domain expertise to conduct queries, create, and manage performance evaluation measurements for select taxpayer compliance programs inventory reviews
- Own and lead the analytics strategy for the Taxpayer Digital Communications (TDC) enterprise program. Identified analytic standardization solutions and socialized the service model to increase quality control standards and inform procedural changes
- Determined critical unpaid assessments data points to drive the development and data management of multiple Tableau Server hosted dashboards for prioritization and optimization decisions at the executive level
- Engaged cross-functional stakeholders and communicated insights to inform strategy and determine desired future states. Solicited timely, constructive feedback to continuously improve client projects and enhance deliverables development

Key Achievements: led data delivery solutions that directly resulted in policy changes on payment plan extensions as a part of the IRS Taxpayer Relief Initiative; measured success criteria to deliver recommendations for all IRS two-communication products to maintain a taxpayer satisfaction score of 83%; recipient of four of the five firmwide recognition value awards

**Client Relations Assistant**

**Sept 2016 – May 2018**

*Fifth Avenue Club Personal Shopping Services, Saks Fifth Avenue*

- Stood up efforts to manage and analyze purchase data and develop modified procedures and guidelines that led to customized marketing techniques to better meet customer expectations. Collaborated with key departments across the organization, facilitating working sessions to improve on and enact new operational processes
- Oversaw and ensured a highest quality of service in consultations to determine personalized product recommendations for exclusive clientele of over 70 individuals
- Developed templates and standard operating procedures for training and conducted new employee trainings for five new hires in the department
- The team's efforts resulted in a 60% increase of direct sales in one year

**Gallery Intern**

**Sept 2015 – May 2016**

*Second Street Gallery*

- Directed the analysis of the gallery's online presence and developed new tactics based on this information, resulting in a 120% increase of web traffic and social media engagement
- Led a database maintenance effort to improve fundraising streams and grant proposal processes
- Planned and managed a schedule to publish relevant materials for new exhibits and coordinated art education and 'First Friday' openings for exhibitions with an average of 400 attendees

**Research Assistant**

**Jan 2014 – May 2016**

*University of Virginia*

- Conducted statistical inference modeling utilizing R and SPSS where the conclusions were incorporated in academic papers published in *Aging & Mental Health*
- Recruited and scheduled participants, formulated stimuli, and ran studies on effects of social experiences on children's cognitive performance and memory development