Christy Sato

📞914-806-7978 ✉chsato@syr.edu (in) linkedin.com/in/christysato/ ⊙ https://github.com/christysato

EDUCATION

MS in Applied Data Science; *Syracuse University* - GPA 3.8   December 2019
Coursework: Data Analysis & Decision Making, Database Management, Data Science, Big Data, Data Analytics, Scripting for Data Analysis
Leadership & Award: Data Science Club, Rock Climbing Club

BA in Communications, Minor in Business Admin; *State University of New York at Albany* - cum laude
Coursework: Elementary Statistics, Info Technology for Business, Computing and Information, Info in 21st Century
Leadership & Award: Pi Sigma Epsilon, Lambda Pi Eta Honor Society, Spellman Award, Dean's List

WORK EXPERIENCE

Data Analyst Intern, *Crestron Electronics - Rockleigh, NJ*   May 2019 to Present
- Designed a business intelligence dashboard via Salesforce for the Global Channel Data team to recognize valuable insights like order frequency, customer volatility, etc.
- Improved Einstein Analytics' AI machine learning models for both classification and regression business problems
- Constructed and enhanced Time Series forecasting to illustrate predicted revenue to recognize trends and seasonality
- Collected and prepared SAP sales data for descriptive analysis to understand company's sales on a yearly basis
- Attended weekly summits (i.e. panel discussions, cyber-security awareness) and presented a group project persuading Crestron executives to commence working with the Hydroponics industry

Social Media Marketing & Content Creator, *Effective Coverage - Albany, NY*   August 2016 to March 2018
- Maintained daily activity on social media platforms such as Facebook, Twitter, Google+, and successfully increased traffic by 30%
- Analyzed trends and marketing techniques via Hootsuite to increase brand awareness and execute efficient strategies
- Examined Hootsuite's analytics for better understanding of which tactics worked to heighten engagement
- Composed blog posts on WordPress to educate the importance of renters' insurance on protection from damage
- Shared relevant posts on social media platforms to enrich more diverse and creative content

Interior Design Sales Consultant & Social Media Marketing, *BoConcept - White Plains, NY*   June 2015 to August 2016
- Greeted clients and kept consistent contact to build stronger and trusting relationships (email, phone, face to face)
- Retained customer records that had interest in specific products to later contact them when sales and promotions were offered
- Communicated through cold calls and over 100 emails daily about sales to drive customer traffic
- Provided advice on various furniture assets and recommended interior designs to fit and match in every unique home
- Created Facebook, Twitter, and Pinterest accounts to spread the company's upcoming exclusive news and promotions

PROJECT EXPERIENCE

Big Data Analytics, Syracuse University
- ***Course Project:*** Built a classification model to predict if clients will repay the loan or default, while dealing with a class imbalance of the target variable
- Train, test, and validate statistical models, and identify insights that can lead to actionable results
- Implement machine learning and build analytic pipelines through Python, Jupyter Notebook, and Apache Spark

Data Analytics, Syracuse University
- ***Course Project:*** Apply several techniques to predict loan repayment status based on client's information
- Exercised data mining techniques coupled with regression and classification models for extracting knowledge from data
- Acquired hands-on experience using R and Weka to develop data mining solutions for scientific and business problems

Data Analysis and Decision Making, Syracuse University
- ***Course Project:*** Analyze real data on global life expectancy between the years 2000 and 2015 to make informed conclusions on possible factors that relate to better or worse life expectancy in certain countries
- Apply quantitative analysis on large amount of data to generate and interpret graphs, tables, and numerical measures
- Understand regression models, confidence intervals, and hypothesis testing for population mean and proportions

SKILLS

Certificates: Bloomberg Market Concepts, Certified B1 Level Spanish (Conversational)
Software: Excel, Access, Hootsuite, WordPress, Visio, Weka, Jupyter Notebook, Github, PowerBI, Salesforce, SAP, Visual Studio
Techniques: Correlation, linear & non-linear regressions, logit, decision trees
Programming Language: HTML, CSS, R, SQL, Python, SAQL