Christy Sato

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**E D U C A T I O N**

**MS in Applied Data Science; *Syracuse University*** - *GPA 3.75* December 2019

*Relative Coursework: Data Analysis & Decision Making, Data Admin Concepts & Database Management, Data Science*

*Leadership & Award: Data Science Club, Rock Climbing Club, Dean’s List*

**BA in Communications, Minor in Business Admin; *University at Albany*** *- cum laude*

*Relative 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*

**W O R K E X P E R I E N C E**

**Data Analyst Intern*,*** *Crestron Electronics - Rockleigh, NJ* May 2019 to Present

* Designed and maintained Metrics trend dashboard via Salesforce for the Global Channel Data team to recognize valuable insights like order frequency, order amount, revenue, etc.
* Improved Einstein Analytics’ automated machine learning models for both classification and regression business problems
* Constructed and enhanced Time Series algorithms to illustrate past and future predicted sales to recognize trends and seasonality
* Collected and prepared SAP BW 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

**P R O J E C T E X P E R I E N C E**

**Big Data Analytics**, Syracuse University Spring 2019

* ***Course Project:*** Created various models based on data on loan defaults from current loan borrowers to predict if future clients will repay the loan on time or default
* 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 Spring 2019

* ***Course Project:*** Apply various techniques to predict loan repayment status based on client’s information
* Principles and theories of data mining techniques (classification, SVM, etc) 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 Fall 2018

* ***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

**S K I L L S**

**Certificates:** Bloomberg Market Concepts, Certified B1 Level Spanish (Conversational)

**Software:** Excel, Access, Hootsuite, Pivotal Tracker, WordPress, Visio, Weka, Jupyter Notebook, Github, PowerBI, Salesforce, SAP BW

**Programming Language:** HTML, CSS, R, SQL, Python, SAQL