# Jacky Lam

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## Programming Skills

- **Languages**: Python, R, SQL (Redshift, PostgreSQL, MySQL, SQL Server), Git, Markdown
- **Technologies**: AWS (EC2, S3, RDS), dbt, Databricks, Looker, Tableau, GitHub, Domo, Panoply, QGIS

## Experience

- **Nuts.com**　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　Jersey City, NJ
  *Senior Data Analyst*　　　　　　　　　　　　　　　　　　　　　　　　*June 2021 - Present*
    - **Product Category Development**: Created a universal definition for Gifting. Worked with business stakeholders to develop a suite of metrics to track Gifting performance overtime.
    - **Segmentation Research**: Developed and executed comprehensive customer journey research to identify various Gifting segments. This helped the commercial team understand gaps in customer loyalty and develop strategic ways to approach customer segments.
    - **Auto Delivery Metrics**: Developed a Looker Explore dedicated to Auto Delivery metrics. Created various KPIs to track customer utilization, cohort retention, churn, LTV, AOV, etc.

- **Motivate LLC.**　　　　　　　　　　　　　　　　　　　　　　　　　　　New York, NY
  *Senior Data Analyst*　　　　　　　　　　　　　　　　　　　　　　　　*Jul 2019 - June 2022*
    - **Data Warehousing**: Planned and implemented data warehouse architecture after Lyft acquisition. Transitioned data into Lyft's framework while maintaining legacy data.
    - **BI Tools**: Lead company BI Tool transition from Domo to Tableau. Transitioned and created more robust dashboards, reducing redundancy by consolidating multiple dashboards. Created and managed an internal slack channel to encourage open communication with field leaders.
    - **Operations**: Worked with Field Teams across 8 cities in North America to track KPIs, City Program Agreements, Service Agreements, created Operational Dashboards, and advised senior leadership in driving business decisions with a data driven approach.
    - **Management**: Managed a Data Engineer and a Data Analyst. Lead morning scrum meetings with the team to ensure projects are meeting deadlines.

- **NYC Taxi & Limousine Commission**　　　　　　　　　　　　　　　　　　New York, NY
  *Senior Policy Analyst*　　　　　　　　　　　　　　　　　　　　　　　*Mar 2017 - Jul 2019*
  *Policy Analyst*　　　　　　　　　　　　　　　　　　　　　　　　　　*Mar 2016 - Mar 2017*
    - **Predictive Modeling**: Created a linear model that predicted fares in Taxi, Uber, Lyft, Via, & Juno. The model compared app company rates against taxi rates to support landmark income policy for for-hire drivers.
    - **Geographic Information System (GIS)**: Overhauled the Department of Transportation's listing of Taxi/For-Hire Vehicle Relief stands (parking spaces) by creating a driver-friendly map. The map has received over 1.5 million views since October 2018.
    - **Data Wrangling & Compliance**: Experienced with creating regulatory data specifications, working with vendors on compliance, and collaborating with IT to load data into production.

- **NYC Department of Parks & Recreation**　　　　　　　　　　　　　　　　Queens, NY
  *Street Tree Census Assistant Coordinator/Consultant*　　　　　　　　　　*Mar 2015 - Mar 2016*

- **J. Trucking Inc.**　　　　　　　　　　　　　　　　　　　　　　　　　Queens, NY
  *Operations Manager*　　　　　　　　　　　　　　　　　　　　　　　　*Aug 2014 - Mar 2015*

## Education

- **Queens College, City University of New York**　　　　　　　　　　　　　Queens, NY
  *Bachelor of Business Administration*　　　　　　　　　　　　　　　　　*Aug 2010 - Feb 2014*

- **DataCamp**
  *Data Scientist with R Track*

## Military Service

- **New York Army National Guard**　　　　　　　　　　　　　　　　　　　New York, NY
  *Air Battle Management System Operator*　　　　　　　　　　　　　　　　*Mar 2013 - Mar 2016*