

CINDY CHEN

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Summary

- Experienced bilingual data analytics manager/scientist with engineering and analytics expertise unafraid to exceed team goals.
- Skilled in SQL, Python, R, and digital frameworks, with expertise in translating business strategy into data-driven solutions.
- Formal data visualization training in Tableau & certified Power BI analyst with 8 years of working experience in data analytics.
- Strong problem-solving and analytical skills, with a proven ability to excel in fast-paced, agile environments.

Skills / Knowledge

- | | | |
|----------------------------------|------------------------------------------|-------------------------------------|
| ▪ SQL: DBEaver AQT Snowflake | ▪ Data Visualization: Tableau Power BI | ▪ Programming: Python R PySpark |
| ▪ Data Warehouse: SAP HANA | ▪ Cloud Computing: Google Cloud | ▪ Machine Learning Deep Learning |
| COGNOS Access Salesforce | Microsoft Azure Databricks | Statistic Modeling |
| ▪ Anaconda Git Visual Studio | ▪ Supply Chain Analytics | ▪ ETL Tools: Airflow, Alteryx |

Professional Experience

Senior Data Analytics Manager, Nike, Beaverton, OR

Oct 2022 – Present

- Lead collaboration with the data architecture team on Nike's global digital promo project, developing new data tables and advanced Tableau dashboards to align stakeholder requirements with technical solutions.
- Streamline and consolidated Nike store Tableau dashboards by remediating legacy dashboards for improved efficiency.
- Lead a tech team in developing and validating the SEC Bookings in NA from testing into production, enhancing data integrity.
- Provide support to 300+ business users by using advanced SQL to troubleshoot data quality issues and improve productivity.
- Develop and create KPIs and metrics to drive growth targets with retail partners and support Nike's future success in wholesale.

Senior Data Analyst, Adidas, Portland, OR

Jun 2021 – Sep 2022

- Reduced 10 million dollars split shipping expense by providing root cause analysis using Tableau, SQL for Adidas digital team.
- Enhanced 20% Adidas digital transportation outbound performance by tracking different carriers' performance in Tableau.
- Improved DC operations by 30% and reduced manual data processing with Tableau dashboard, and SQL for executive teams.
- Managed and supported demand planning data in NAM & Europe market by troubleshooting & redesigning Alteryx workflow.
- Drove a 10% increase in revenue after product launches by leading a price elasticity project with Adidas' digital data science team, where our analysis led to customer adoption of key recommendations.

BI Analyst, Jama Software, Portland, OR

Mar 2020 – May 2021

- Enhanced Scrum team efficiency by 30% by analyzing Jira data and creating advanced Tableau dashboards for executives.
- Increased Jama's net income by 40% by providing analytical reports to the sales and marketing team.
- Optimized the manual data-gathering process by developing Python code to access Jira, and Git API.
- Created metrics in tableau reports with project managers and built a forecasting model to help them better track project progress.

Data Analyst, Daimler Truck North America, Portland, OR

Jan 2019 – Feb 2020

- Analyzed systemic issues with component code, and failure code to provide input data for machine learning model.
- Provided Power BI, and Tableau dashboard connected with live data by creating a normalization data model in SQL.
- Designed Tableau dashboard based on business needs, and troubleshooted platform, and service provider issues.

Education

Master of Science, Major: Data Analytics / Applied Statistics, Data Science

Aug 2022 – June 2025

Oregon State University (Online Program)

GPA 3.82 / 4.0

Master of Science, Major: Operation and Technology Management & Business Analytics Certificate

Sep 2017 - Dec 2018

University of Portland, Portland, OR

GPA 3.67 / 4.0

Bachelor of Engineering, Major: Electrical Engineering

Aug 2011 - Jun 2015

Henan University of Technology, Zhengzhou, Henan, China

GPA 3.83 / 4.0