Edon Lata

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https://edonlata.github.io/

EDUCATION

The City University of New York, College of Staten Island　　　　　　Staten Island, NY
Bachelor of Science　　　　　　Fall 2026
Major: Information Systems & Informatics BS

PROJECTS

Cyclistic Bike-Share Case Study　　　　　　October – November 2025
- This project evaluates rider behavior for Cyclistic, a fictional bike-share company, using historical ride data. The goal was to understand how casual riders and annual members use the service differently and to recommend strategies to convert more casual riders into members.

Bellabeat Case Study　　　　　　October – November 2025
- This project explores how Bellabeat customers use their smart wellness devices using public Fitbit-style activity and sleep data. The goal was to identify patterns in user behavior and suggest ways Bellabeat could increase engagement and product value.

NCAA Basketball Data Analysis　　　　　　October – November 2025
- This project analyzes NCAA basketball team statistics to uncover scoring patterns, efficiency metrics, and factors that influence team success.

CERTIFICATIONS

- Google Data Analytics Professional Certificate (2025)

WORK EXPERIENCE

Golden Empire Roofing　　　　　　NY, NY
Assistant Project Manager　　　　　　06/2019 – 12/2023
- Maintained a safe work site, following the right procedures and avoiding accidents.
- Worked with the team members to see a project through to its successful completion, within the deadlines and budget.
- Repaired or installed both new and existing roofs made of various materials, such as metal roofing systems, tiles, or shingles.
- Ensured the satisfaction of the customer by applying quality and responsiveness through the right communication.

Aflac　　　　　　14 Wall Street, Manhattan, NY
Finance & Sales Intern　　　　　　06/03/2024-08/12/2024
- Generated expansion of new business: Created and maintained new business opportunities through social media, personal networking, and referrals.
- Conducted Needs Analysis: Discovered employer values, objectives, and pain points by conducting in-depth needs assessments.
- Navigated Buyer Behaviors and Sales Objections: Understood different buyer behaviors and overcame common sales objections to secure deals.
- Supported Sales Presentations: Presented face-to-face as well as virtual sales presentations for local businesses demonstrating benefits and value of products.
- Provided Customer Support: Provided excellent customer service, enrollment help, and claims assistance to new and current policyholders.

SKILLS

Technical: Excel, SQL, Python, R, Tableau, C++, HTML, JavaScript, Data Cleaning, Data Visualization, Data Analysis
Tools: Excel Pivot Tables, VLOOKUP/XLOOKUP, Tableau Dashboards, pandas, ggplot2
Languages: English, Albanian