

Ella Mahalia Simeon

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github.com/EllaMahaliaaa
[Ella —— Portfolio](#)

EDUCATION

CUNY Baruch College

Bachelor of Business Administration, Computer Information Systems

New York City, NY

Graduated May 2025

Certifications: [Google Data Analytics Specialization](#)

TECHNICAL SKILLS

Programming Languages: Python, JavaScript, SQL, HTML & CSS

Libraries & Frameworks: Pandas, Sci-kit Learn, Matplotlib, Seaborn, React.js, Node.js, Bootstrap, Pyodbc, SQLAlchemy

Developer Tools & Platforms: Git, Github, Figma, Jupyter Notebook, Visual Studio, Power BI/Tableau

WORK EXPERIENCE

NYC Department of Transportation

Data Analyst / Full Stack Developer

January 2025 - August 2025

New York City, NY

- Designed and deployed interactive Power BI dashboards to track package locker usage, identifying peak hours, pickup durations, and borough-level trends to guide operational decisions.
- Engineered custom DAX measures (locker utilization rate, average pickup time) enabling actionable insights into efficiency and resource planning.
- Optimized ETL workflows, integrating data from multiple sources (including SOAP APIs) to ensure data integrity and real-time accuracy.
- Implemented SQL upsert functions, reducing redundant database updates and enhancing query performance for live-feed applications.
- Managed Power BI Online datasets, configured data gateways, and streamlined cross-team data accessibility.

The Home Depot

Associate

May 2023 - Dec 2023

New York City, NY

- Utilized data analytics (Excel/Google Analytics) tools to identify trends in customer purchasing behavior, providing insights for inventory management and product placement decisions.

PROJECTS

Loyalty Program Impact Analysis | Coffee Shop Transactions (20,000+ records)

- Collected, cleaned, and transformed 2 years of transaction data for customer behavior analysis.
- Built Power BI dashboards with DAX measures (revenue, basket value, repeat purchase rate) to assess loyalty program effectiveness.
- Found loyalty members spent 5% more per transaction but accounted for only 2% of sales, revealing opportunities for targeted engagement.
- Performed customer segmentation by age/region, recommending tailored campaigns to increase adoption.

Locker NYC Usage Dashboard | NYC DOT

- Developed an operational dashboard analyzing locker usage across boroughs, including package stay time, pickup duration, and time-of-day trends.
- Created custom time-based classifications (morning, afternoon, evening) to surface usage insights.
- Supported DOT leadership in optimizing locker placement and improving operational planning.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

ColorStack Baruch Chapter (General Member)

January 2024 - Present

- Member of the Baruch Chapter and National Organization. Attending weekly team meetings, networking and technical workshops to connect with underrepresented students in technology.