

George Dau

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Statement

Business analyst with two years of experience in data analysis and process improvement. Strong background in data science, utilizing skills such as statistical analysis, A/B product testing, and data visualization to drive business decisions and strategy.

Work Experience

Capital One

Plano, TX/Remote

Business Analyst

August 2021-Present

- Pricing Model Adjustment
 - Implemented a pricing model using Python, SQL, and Seaborn in response to a rapidly increase rate environment
 - Utilized historical pricing data to model NPV increases and response rate decreases in customer segments
 - Built model which stabilized price in vulnerable segments while increasing price in inelastic segments
 - Increased NPV by \$4.4M, increased average APR by 17%
- Email Marketing Cadence Optimization Model
 - Produced an email cadence model based upon individual customer attributes using SQL and Python
 - Developed a testing and data gathering strategy to provide analytical grounding for proposal
 - Model balanced a customer's expected NPV with likelihood to unsubscribe
 - Increased NPV by \$14.3M, drove 25% more clicks while sending only 7% more emails
- Day-to-Day
 - Monthly Analysis and A/B testing of email creatives with Art Team and other non-technical stakeholders
 - Built automated process to identify and track specific accounts in accordance with OCC guidelines
 - Utilized internal Google Ad data to implement Responsive Search Ads into Capital One search engine marketing
 - Built monitoring dashboards to quickly evaluate the integrity of mission critical processes

Near Space Labs

Austin, TX

Engineering Intern

Summer 2019

- Analyzed and modeled weather balloon flight paths using Python and implemented electromechanical hardware solutions

Education

Texas A&M University

College Station, TX

B.S. in Aerospace Engineering

May 2021

Minor in Mathematics

GPA: 3.7/4.0

Engineering Honors 2017-2021

Relevant Course Work: Data Analysis, Numerical Methods, Linear Algebra

St. Mark's School of Texas

Dallas, TX

Highschool

May 2017

Outside Projects

Vehicle Purchasing in 2023

January 2023

- Created several regression models to analyze the post-pandemic car market
- Formulated key insights into the auto market to help guide a first-time car buyer
- See personal website for the analysis

Vehicle Systems and Control Lab Research Assistant

September 2018-May 2019

Worked on a team developing a UAS for Army Futures Project

Skills

MySQL & SQL: Strong

Python: Strong

HMTL/CSS: Intermediate

Tableau: Strong

Data Analysis: Strong

Communication: Strong

Data Viz: Strong

SciKit-Learn: Intermediate