

Shannon Ho

shannon.ho.716@gmail.com | linkedin.com/in/shannonho8487 | [Portfolio Link](#) | Aurora, CO

PROFESSIONAL SUMMARY

Data analyst with a background in information science and business, specializing in transforming raw data into actionable insights. Experienced in developing automated reporting, machine learning models, and data visualizations to drive efficiency and inform strategic decision-making. Proficient in Python, SQL, and data visualization tools.

EXPERIENCE

Advantage Solutions

Denver, CO

Data Assortment Analyst

Nov 2024 – Present

- Developed automated reports and dashboards using Excel and SymphonyAI, reducing manual analysis by 30% and facilitating data-driven assortment decisions.
- Led data validation and ETL processes for assortment planning, cleaning, and transforming over 50,000 SKU records to achieve 85% accuracy in final planograms.
- Conducted transferable demand analysis with sales forecasting to drive SKU rationalization and enhance inventory decisions across 10+ categories.

University Of Colorado Boulder Libraries

Boulder, CO

Interlibrary Loan Student Assistant

Sep 2022 – May 2024

- Managed interlibrary loan logistics and records, reducing processing errors by 25% while facilitating delivery of 12-20 weekly resources.

Colorado League Of Charter Schools

Denver, CO

Research Intern

Sep 2019 – Dec 2019

- Developed and maintained spreadsheets to research and organize data on the Board of Directors of 200+ charter schools in Colorado.
- Analyzed parent communication patterns and survey data for 100+ families, restructuring datasets to improve readability and event engagement.

PROJECTS

Superstore Profit Crisis Analysis | *Python, SQL, Tableau*

- Identified a product line with a -8.4% profit margin (\$64k annual loss) by analyzing excessive discounting strategies in key markets.

Fraudulent Transaction Detection | *Python, Scikit-Learn, SVM*

- Developed an ML model achieving 97% accuracy in identifying fraudulent transactions while minimizing false positives.

Philadelphia Shootings Data Visualization | *Python, Altair, GeoPandas*

- Redesigned a public data dashboard, revealing a 200% increase in shootings and clear spatial correlations between demographics and incidents.

EDUCATION

University Of Colorado Boulder

Boulder, CO

Bachelor of Science in Information Science, Minor in Business

Aug 2021 – May 2024

TECHNICAL SKILLS

- Python (Pandas, Scikit-Learn, TensorFlow), SQL, Excel, Tableau, SymphonyAI, Altair, GitHub, Data Visualization, ETL, Statistical Analysis, Machine Learning