Kuan-Yu (Katy) Tseng

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EDUCATION

B.S. in Statistics and Data Science
University of California, Santa Barbara | March 2026 (anticipated)
Relevant Coursework: R, SQL, and Python Programming, Time Series Analysis, Statistical Machine Learning, Bayesian Analysis
Certificate: Technology Management (18 units, in progress)

TECHNICAL SKILLS

Programming Languages: Python, R, SQL
Data Tools: Snowflake, Google Looker, Power BI, Google Analytics (GA4)
Libraries/Frameworks: Scikit-learn, React.js, Pandas, NumPy
Other: Fivetran ETL, API integration, Web scraping, Agile/Scrum methodology

EXPERIENCE

Data Analyst
UCSB Technology Management | May 2025 - Present
- Built relational database and automated data migration for 10+ years of historical student enrollment data
- Developed Power BI dashboards enabling stakeholders to track real-time enrollment trends and demographic breakdowns
- Designed targeted email marketing campaigns that increased program enrollment by 60% year-over-year
- Analyze student engagement sentiment and seasonal enrollment trends to recommend course offering strategies

Customer Analytics Intern
GameChanger by Dick's Sporting Goods | June - August 2025
- Built 9 Looker KPI dashboards for cross-functional product teams, automating previously manual reporting processes
- Conducted customer journey analysis using Python + SQL to identify user pain points, directly informing 3 sprint OKRs
- Synthesized data from multiple sources (Zendesk, help center, chatbot) to provide actionable insights for product managers
- Collaborated with data engineering team to consolidate customer touchpoints into Snowflake warehouse via Fivetran ETL

Data Journalist
Daily Nexus | January 2024 - July 2025
- Built automated data collection pipeline using API calls and web scraping to gather information from campus sources
- Cleaned and analyzed data for journalistic visualization, transforming complex datasets into clear narratives and graphics
- Supported analytical reporting across newspaper sections to ensure data-driven journalism standards

PROJECTS

Professional Externships (via Extern Program)
Breaking Games: E-Commerce Data Analysis & Strategy | Ongoing
- Analyzed customer journeys across Google Analytics, Meta Ads Manager, and Shopify platforms
- Identified sales funnel drop-off points and presented optimization strategies to company stakeholders

Amazon: Operational Strategy & People Analytics | August 2025 | [View Project](#)
- Analyzed employee feedback data to identify workforce attrition risks and operational inefficiencies at fulfillment centers
- Created segmented employee profiles using thematic coding and presented targeted intervention recommendations to Amazon stakeholders

Solar Power Potential Dashboard (Datathon Winner) | March 2025 | [View Project](#)
- Developed XGBoost model to predict solar power potential across continental US using NASA climate data and existing plant production data. Built interactive React.js dashboard for visualization and managed end-to-end project development.

CERTIFICATIONS

- **Google Analytics Certificate (GA4)** - Google Skillshop (August 2025) | [View Credential](#)
- **Agile Foundations** - LinkedIn Learning x PMI (August 2025) | [View Credential](#)