

# Nicole Rouleau

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## **SKILLS**

- Programming: SQL, R, Python, Jupyter Notebook, MATLAB, STATA
- Tools: Microsoft Excel, Microsoft Office Suite, G Suite, Kamiak (high-performance computing), Git
- Research: A/B Testing, Data Cleaning, Data Mining, Data Warehousing, Big Data
- Data Visualization: Tableau, matplotlib, ggplot2, Numpy, Pandas

## **PROJECTS**

### **U.S. Consumer Preference and Policy in BEV 2018-2020**

- Master's thesis analyzing the relationship between policy and the market growth of battery electric vehicles in the United States from the years 2018-2020. In this process: data mining, data cleaning, Tableau, and STATA were used extensively to create a clear picture of this relationship using regression analysis.

### **EDA Grocery Analysis 2018**

- Analyzed a multi-table grocery sales dataset in R, performing data cleaning, feature engineering, and SQL-style joins to unify sales, customer, and product information.
- Built an XGBoost forecasting model and performed PCA-based customer segmentation, visualizing key insights and deploying results via RMarkdown and GitHub Pages.

## **EXPERIENCE**

### **Manager**

*Marine Layer*; Palo Alto, CA

September 2023 - December 2024

- Increased operational efficiency by 30% and boosted sales by 15% over forecast by analyzing KPIs and building Excel-based performance reports for executives, merchandising, and operations teams.
- Led cross-functional projects and weekly standups to align teams, streamline workflows, and implement data-backed solutions that improved customer experience and internal processes.
- Collaborated with stakeholders to resolve technical issues and maintain reporting standards, demonstrating strong organizational skills and attention to detail in fast-paced environments.

### **Supervisor**

*Marine Layer*; Palo Alto, CA

November 2022 - September 2023

- Boosted conversion rate by 3% through data-informed adjustments to sales tactics in collaboration with merchandising and internal teams, aligning strategy with observed performance trends.
- Partnered with IT to identify and resolve recurring technical issues, conducting root cause analysis and contributing to system testing and deployment to improve service reliability.
- Participated in quality assurance initiatives to ensure system updates met business needs, proactively supporting operational continuity and customer satisfaction.

### **Teaching Assistant**

*WSU Economics Department*; Pullman, WA

February 2020 - December 2021

- Used Excel to track student performance and organize course content, ensuring accurate and timely feedback while managing class data across multiple cohorts.
- Taught analytical and econometric concepts using STATA, R, and Python, including data cleaning, regression analysis, and data structuring — translating complex topics into accessible lessons and tutorials.
- Created technical learning resources, including a YouTube series, and provided user support for instructional software, building skills in debugging, documentation, and cross-tool troubleshooting.

## **EDUCATION**

### **Master of Science in Applied Economics**

Washington State University; Pullman, WA

### **Bachelor of Science in Economics, Minor in Applied Mathematics & Dance**

Loyola Marymount University; Los Angeles, CA