

# Raven Wei

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## SKILLS

**Python · SQL · Pandas · NumPy · Matplotlib · Seaborn · Jupyter Notebook · Exploratory Data Analysis · APIs and Web Scraping · Probability and Statistics · Command Line · Github**

## PROJECTS

- **Identifying Optimal Advertising Markets** - Utilized **Sampling, Frequency Distributions, Summary Metrics, Pandas, Matplotlib, and Seaborn** on survey data from entry level programmers to develop three optimal advertising strategy for an e-learning company that provides online courses in programming and data science.
- **Trending Data Science Topics**- Analyzed core topics in data science, using **Python, APIs and web Scraping**, and **Data Visualization**, to indicate that deep learning is a rapidly growing field in data science that sparked a strong initial interest since 2016 and isn't just a passing trend.
- **Market Insights: Population Data Analysis** - Explored the CIA Factbook's global data to summarize world and regional population data, revealing trends in population growth, density, fertility, and mortality to derive market insights utilizing **SQL**, and **Exploratory Data Analysis**.
- **Investigating Fandango Movie Ratings** - Utilizing **Python** and **Statistical Analysis** to uncover potential skew and bias in Fandango ratings, revealing trends and potential inflation. Leveraged libraries such as **Pandas, Numpy, Matplotlib** to predict future rating projections.

## WORK EXPERIENCE

### Tianfu Greenway

Jun. 2021 - Jun. 2022 Chengdu, CN

Business Analyst, Urban Parks Planning

- Led research involving economic, cultural, and business analyses for urban park planning initiatives, architecting business processes that contributed to the design and development of 6 new urban parks.
- Identified areas of opportunity for growth, designing and facilitating over 20 brand and community building events that resulted in more than 10,000 foot traffic and several new sponsorships.
- Developed strategies for business growth, marketing, and distribution of cultural and lifestyle products by collaborating with designers and stakeholders, yielding a million dollar deal for the company.

### Asian Creative Foundation

Aril. 2020 - Present New York, NY

Business Development Analyst, Strategy

- Devised strategic fundraising plans, cultivating successful corporate donor relationships via targeted prospect research and outreach to align interests for impactful financial results.

### The FLAG Art Foundation

Dec. 2019 - Mar. 2020 New York, NY

Curator Assistant Intern, Exhibitions

- Managed exhibitions for renowned artists, curated immersive art experiences, conducted thorough research on artists, and analyzed trends to cultivate public engagement for the foundation.

### Royal Oak Foundation

Aug. 2018 - Feb. 2019 New York, NY

Business Analyst Intern, Business Development

- Conducted research and analysis in corporate prospecting to provide insights that contributed to the successful fundraising for the 45th Anniversary Gala and Stowe restoration project.

## EDUCATION

**Dataquest** — Data Analytics (Python, SQL)

2023 New York, NY

**Pratt Institute** — Master of Arts and Culture Management

New York, NY

**Sichuan University** — Bachelor of Literature in Artistic Designing

Chengdu, China