

# Shannon Lu

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## Education

### Carnegie Mellon University

B.S. in Information Systems and  
Statistics & Machine Learning  
Minor in Human Computer Interaction  
GPA: 3.78 / 4.00

## Leadership

### TEDxCMU - Webmaster

Improved the TEDxCMU website by incorporating analytics to better understand our site audience. Since its re-launch in September 2018, received 13.7k+ pageviews and 6.1k+ visitors. Constantly adapted my role to support the larger TEDxCMU team in pulling off our annual \$22,000 event.

### CMU Residential Education - Community Advisor

Led a team of 5 Resident Assistants to develop a strong sense of community among 140+ residents by fostering an environment that contributes to personal and academic success

## Skills

Python	Data Analysis
SQL	Statistical Inference
Java	Regression
HTML/CSS	Data Visualization
Ruby	Database Management
R	

## Activities

Alpha Kappa Psi Business Fraternity  
alpha Kappa Delta Phi Sorority  
CMU Academic Development Coaching Asst.  
National University of Singapore -  
Exchange Fall 2019

## Experience

### Deloitte - Analytics Intern

June 2019 - Present | New York, NY  
Currently interning within the Regulatory & Operational Risk department of the Risk and Financial Advisory practice.

### Viacom - Audience Science Intern

June 2018 - August 2018 | New York, NY  
Operated within the Analytics & Insights team and produced weekly performance reports on digital advertising campaigns for TV Land and Comedy Central shows that provided understanding of how marketing efforts drive tune-in and brand awareness.

## Projects

### Black & Veatch Incident Data Research

September 2018 - December 2018  
Collaborated with 3 other students in a partnership with Black & Veatch to analyze their historical data on recorded incidents, injuries, and property damage cases. Built a web application using Python & Flask to allow for interactive exploratory data analysis and prediction models.  
Awarded third place at Meeting of the Minds, Carnegie Mellon's annual Research Symposium.

### A&M Chess Camp Registration Site

January 2018 - May 2018  
Built a fully functioning chess camp registration site using Ruby on Rails and SQLite. Began with database design and development then followed an MVC model to implement the application. Allows users to create accounts, browse camps, register students for camp, and check out - among other functions. Created extensive unit tests to ensure correct performance and conducted user tests to improve usability.

### APOGEE Radial Velocity Data Research

February 2018 - May 2018  
Performed supervised and unsupervised learning analysis on APOGEE Radial Velocity data from the Sloan Digital Sky Survey to better understand the proportion of multiple star systems in the Milky Way. Utilized k-means clustering and random forest algorithms to gain insight on the data.