

# Shuxuan He

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## EDUCATION

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### Chapman University

Orange, CA

*Bachelor of Science in Business Administration, Minor in Data Analytics*

- Coursework: Data Management, Supply Chain Analytics, SQL, Python, Data Science, Machine Learning, Operations

## WORK EXPERIENCE

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### PBS Socal

Burbank, CA

*Data Analyst Intern, public broadcaster and television network*

*January 2025 – April 2025*

- Built SQL-based audience analytics dashboards, tracking viewer engagement trends to optimize content strategies
- Automated data pipelines using Python and Pandas, reducing manual reporting time by 50% for audience metrics
- Analyzed broadcast performance data with Power BI & Tableau, identifying content trends that boosted viewer retention
- Developed a predictive model in Python to forecast content engagement, increasing accuracy by 30%.
- Implemented SQL data validation scripts, ensuring 99.9% accuracy in regulatory compliance for media analytics

### Futronics Corporation

Pasadena, CA

*Data Analyst Intern, health robotics company*

*January 2023 – May 2023*

- Developed a real-time patient monitoring dashboard in Tableau, integrating API data from robotic-assisted surgery devices to improve clinical decision-making
- Built predictive models using logistic regression, analyzing patient outcomes and robotic-assisted surgery success rates with 85% accuracy
- Engineered an automated machine learning pipeline in SQL and Python, reducing data processing time by 40% for robotic diagnostics
- Standardized data governance procedures, ensuring 100% compliance with medical data integrity regulations through SQL integrity constraints
- Analyzed operational efficiency of robotic workflows, identifying bottlenecks in surgery automation and increasing procedure efficiency by 25%

### Cybertegic Inc

Pasadena, CA

*Market Research Intern, digital marketing and web design agency*

*June 2022 – September 2022*

- Built a customer segmentation model using k-means clustering in Python, improving targeted marketing efforts by 20%
- Developed SQL-based sales performance dashboards, providing executive teams with actionable insights on revenue trends
- Automated financial forecasting reports using Excel macros and Python, reducing manual reporting time by 70%
- Created a predictive demand forecasting model using time-series analysis, optimizing resource allocation across e-commerce platforms
- Performed SEO and sentiment analysis on customer reviews, leveraging NLP techniques to improve digital marketing campaigns

## PERSONAL PROJECTS

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### Strategizing for Spotify: Enhancing Playlist Placement Opportunities

- Processed and analyzed a dataset of 1,000+ songs, identifying key audio features, streaming trends, and artist engagement metrics impacting playlist placements.
- Developed a predictive model that improved forecast accuracy by 20%, leveraging regression analysis, statistical modeling, and trend detection to optimize song selection strategies.
- Built interactive data visualizations using R, ggplot2, and Tableau, highlighting correlations between playlist inclusion, daily streaming growth, and artist type (solo vs. featured collaborations)

### Airline Sentiment Analysis: Understanding Customer Experience

- Processed and analyzed over 50,000+ tweets using natural language processing (NLP) to identify key sentiment trends, providing data-driven insights for airline performance evaluation
- Developed an interactive Tableau dashboard to visualize customer sentiment patterns across airlines, time zones, and flight disruptions, enabling real-time operational improvements
- Built a predictive classification model with 85% accuracy to forecast customer satisfaction trends and decision making

## SKILLS & ACTIVITIES

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**Skills:** Microsoft Office Suite, Excel, Python, SPSS, SQL, R, C, Adobe, Canva, Mandarin, Korean, Social Media Marketing

**Certifications:** Google Data Analytics, California Real Estate, Udemy Excel, Udemy Agile Project Management, Udemy Database Design, Bloomberg Market Concept, Chapman Applied Statistical Analysis, Calbright College Data Analysis