

# Tracy Shen

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## EDUCATION

**Applied Data Science with Python, University of Michigan**

**Oct 2016 to Present**

**Data Science Specialization, Johns Hopkins University with Distinction (100/100 Pt)**

**Feb 2015-Apr 2016**

**M.A. in International Affairs with Business Focus, Penn State University, GPA 3.58**

**August 2010-May 2012**

**B.A. in English, Zhejiang University, China, GPA 3.74**

**September 2004-June 2008**

## PROFESSIONAL EXPERIENCE

**AccuWeather Inc**  
**Data Analyst**

**State College PA**  
**Jan 2016-Present**

- Lead-built a statistical marketing attribution model to measure AccuWeather Network viewer's impact on app users with significant results.
- Uncovered insights and created stories from web analytics data related models using R to program, Tableau, Power BI and QlikSense to visualize for better presentation.
- Structured and semi-automated KPI tracking using GA core API to reduce monthly updating time to half.
- Took a co-lead role on company's persona study utilizing K-means clustering analysis via R programming.
- Designed interactive dashboards in Power BI to present data trends and anomaly utilizing APIs such as GA, appfigures and Facebook API, etc.

**AccuWeather Inc**  
**Research/Data Analyst**

**State College, PA**  
**Sep 2014-Dec 2015**

- Worked on data projects with meteorologists and data scientists using R to uncover insights between weather and health, fitness, etc.
- Conducted literature review on weather and health, fitness correlations to guide and calibrate with on-going data projects.
- Designed data structure and curated data pulling for fitness/health related weather projects through constant communication with data scientists and meteorologists to achieve best result.
- Assisted proposal, marketing campaign writing and conducted audience/company research to identify potential partners and make recommendations of partnership forming.

**GFK Custom Research LLC**  
**Ad Tracking Research Associate**

**New York City, NY**  
**Nov 2013-Jul 2014**

- Conducted customized digital media research from start to finish for clients in Finance, CPG, Retail, Hospitality, Internet-based industries to reach their various business goals and needs.
- Set up studies, implemented tags and monitored the entire data collection and troubleshoot all technical issues.
- Manipulated data by cleansing, dicing, integrating data to investigate anomaly to explain different KPI measurements.
- Took the lead to draft up SOP and troubleshooting documents to enhance quality control and data accuracy.
- Consolidated and translated data into stories to support Senior Analyst to make presentations in front of clients.

## CERTIFICATES

**Coursera Certificates: Python related:** Applied Text Mining, Applied Plotting, Charting & Data Representation • Introduction to Data Science in Python; **R related:** R Programming • Developing Data Products • Practical Machine Learning • Regression Models • Statistical Inference • Reproducible Research • Exploratory Data Analysis • Getting and Cleaning Data • Data Science Specialization in R; **SQL related:** Managing Big Data with MySQL; Data Visualization and Communication with Tableau

**Others:** comScore Certified Expert-My Metrix • Google Analytics from Basic to Advance • Power BI Expert

## LEADERSHIP & VOLUNTEER WORK

**Advisor to PSU Innovation and Interdisciplinary Collaboration Community**

**Apr 2015-Present**

- Advised the group on funding, seminar series design, speaker liaison

**Charity Work:** Soup Serving at NYC Apostles Church; New York Cares Day Volunteer; Free to Breathe 5k Race

**Sports & Activities:** 15'/16' YMCA Sprint Triathlon, 2016 Pittsburgh Half Marathon Finisher, 2016 Wilkes-Barre Olympic Distance Triathlon Finisher.

## SKILLS & Language:

Languages: Mandarin, English, French.

Computer Skills: R, Python, SQL, PowerBI, ArcGIS, Tableau, QlikSense, Azure Machine Learning, MS 2016 suite