

William A. Everett

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EDUCATION

University of Southern California
Master of Science in Business Analytics

Los Angeles
Dec 2023

Georgetown University
Bachelor of Science in Business Administration

Washington, D.C.
May 2022

- McDonough School of Business – Operations & Analytics | Finance
- Georgetown College – Computer Science

WORK EXPERIENCE

NBCUniversal
Data Analytics Intern – Tech Ops, Film & TV Studios

Universal City, CA
Jun 2023 – Aug 2023

- Collaborated with product and engineering teams to consolidate film-related data pipelines from various sources like YouTube trailer views and ticket sales into one unified Google Cloud Platform
- Utilized SQL to perform rigorous data validation and analysis, ensuring the quality and reliability of inputs for modeling
- Designed and delivered interactive Airtable dashboards, empowering film executives with data-driven decision-making tools
- Served as Product Manager on a global cross-functional team of 8 interns for a 6-week project aimed at developing a platform for internal networking and skills development
- Conducted market research initiatives to gather consumer needs and preferences, informing the feature-set and user experience of the prototype
- Exercised final decision-making authority over product features, aligning them with market research findings and overarching project goals
- Led the team in presenting the product to executives across the world, culminating in a first-place win for our innovative approach that the company will utilize to foster cross-team networking and skills development across 35,000+ employees

The Escape Game
Data Analyst

Nashville, TN
Apr 2021 – Feb 2022

- Integrated third-party APIs (Shopify, Google, TalkDesk, Xola) to explore transactional data from 22+ stores, enabling marketing department and customer service team to make informed decisions
- Developed automated web scraping application using Python and Pandas to extract, compile, and prioritize customer reviews daily in centralized database, increasing efficiency and visibility for operations team to address issues in real time
- Analyzed thousands of bookings records from various sources, identified inconsistencies, resolved bugs, standardized reporting and implemented booking improvements, saving time by producing more accurate sales and product data
- Designed an operational report by extracting, transforming, and loading 200,000+ data points into meaningful visualizations in Google Data Studio to help general managers understand the overall health of each local store
- Maintained a financial data set around cash flow and game capacity shared with directors and managers every morning in a concise PDF report
- Collaborated with department heads to understand data and reporting needs as they impact the business

Georgetown University Computer Science Department
Teaching Assistant – CS with Python

Washington, D.C.
Aug 2020 – May 2021

- Led weekly lab sessions, explaining advanced Python concepts related to data visualization and object-oriented programming
- Evaluated code from labs, homework, and projects from 50+ students

TECHNICAL SKILLS

Proficient: Python, Tableau, R, SQL, C++, Java, Excel, VBA, Git, Snowflake, Adobe Analytics