

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 Analyst – Tech Ops, Film & TV Studios

Universal City, CA

Jun 2023 – Present

- Collaborate 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
- Utilize SQL and Python to perform rigorous data validation and analysis, ensuring the quality and reliability of inputs for modeling
- Design and deliver interactive Tableau dashboards, empowering film executives with data-driven decision-making tools

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

PERSONAL PROJECTS

NBA Team Valuation Factors Dashboard

Tableau

Mar 2022

- Developed a Tableau dashboard allowing users to examine the relationship between team valuations and other factors—such as win percentage, Twitter retweet counts, and arena attendance
- Effectively combined 9 distinct files into one usable dataset using joins and unions
- Designed various controls (filters, parameters, highlighters) to enhance dynamic capability

Optimal Portfolio Solver

Python

Jan 2021

- Designed a financial model in the form of a web application that uses mean-variance optimization to calculate the efficient frontier for specified assets over any specified period
- Utilized Yahoo Finance API for data retrieval, CVXPY for optimization, Matplotlib and Bokeh for data visualization

TECHNICAL SKILLS

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