**Teresa (Yatong) Shi**

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**EDUCATION**

**Brandeis University,** Waltham, MA 01/2021 – 05/2023

**Bachelor of Arts** in ***Economics****.* (GPA **3.7/4.0**) Waltham, MA

* **Honors**: Dean’s List
* **Relevant Coursework***:* Econometrics, Statistics for Economic Analysis, Applied Research Methods, Financial Accounting

**PROFESSIONAL EXPERIENCE**

**TVX Cleaning** 05/2023 – present

***Data Analyst*** Boston, US

* Reduce $1000 cost by conducting exploratory analysis and outlier on 131 maintenance data from 2 suppliers using python.
* Build a pipeline to collect 168 Google Analytics data and perform data analysis on customer behavior using Python.
* Identify 27 countries for potential target markets and design a referral and accessibility improvement system through python.
* Another
* another

**Natixis Investment Managers** 06/2021 – 08/2021

***Marketing Summer Analyst***  Boston, US

* Optimized 100+ SEO terms through research and analysis for strategic planning with sales using Excel and Google Analytics.
* Presented industry insights to the top management team on cryptocurrency through research with 20 sources collaboratively.
* Crafted 30+ YouTube descriptions and LinkedIn marketing content through optimization and audience engagement increase.

**National Public Radio** 09/2021 – 05/2022

***Editorial and Recruitment Assistant*** Remote, US

* Pitched 12 stories through researching latest environmental news and developing sources for weekly broadcast segments.
* Recruited 22 candidates by communicating and conducting pre-screening interviews to prepare for final productions.
* Edited 20 interviews for 5-7 minutes reported pieces through Pro Tools and broadcasted in 250 Public Radio stations.

**RESEARCH PROJECTS**

**IBM HR Analytics Employee Attrition and Performance**  02/2023 – 05/2023

* Imported COVID-19 datasets, performed data cleaning by dropping unnecessary columns, and aggregated rows for analysis.
* Calculated relevant metrics to assess the impact of the COVID-19 pandemic and merged multiple datasets to identify correlations.
* Created bar charts to compare the severity of the virus's spread in different countries.

**Explorative Data Analysis of Netflix Contents**  02/2023 – 05/2023

* Imported COVID-19 datasets, performed data cleaning by dropping unnecessary columns, and aggregated rows for analysis.
* Calculated relevant metrics to assess the impact of the COVID-19 pandemic and merged multiple datasets to identify correlations.
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**Interactive KPI Management Dashboard in Tableau** 02/2023 – 05/ 2023

* Developed large Key Performance Indicators (KPIs) and utilized sparkline charts to display trends and variations in KPIs over time
* Integrated geographical data to create an interactive dashboard map for regional analysis.
* Combined individual components into a cohesive and user-friendly dashboard for easy data interpretation and applied advanced formatting techniques to enhance the visual appeal and usability of the dashboard.

**Data Analysis with SQL: Inform a Business Decision** 02/2023 – 05/2023

Analyzed Northwind Traders database to address which employees deserved bonuses based on their sales performance.

* Leveraged SQL to join relevant tables, enabling the retrieval of essential data for in-depth analysis.
* Merged the Customers and Orders tables using SQL to create a comprehensive dataset for evaluation.
* Calculated and summarized sales figures for each order, providing critical insights into sales performance.

**PROFESSIONAL SKILLS, AWARDS & OTHERS**

* **Competencies:** Strategic Planning, Data Analysis, Marketing Project Management, Exploratory Data Analysis.
* **Technical skills**: Python (Pandas), SQL (aggregation, filter, window functions,SQL Server, MySQL, PostgreSQL,
* Microsoft Office Suite, Bloomberg, Python (Pandas), R, SQL (aggregation, filter, window functions,SQL Server, MySQL, PostgreSQL), Tableau, JavaScript, Excel (Conditional Formatting, Pivot Tables)
* **Language**: ***Bilingual***. Fluent in English and Mandarin.
* **Interests**: Photography, Videography, Writing, and Permaculture.

(bullet points用一行把它讲完)

**Data: Input, process, output**

**Input: explore 100 files,**

**Process: perform data cleaning**

**Output: what’s the impact**

**Quantifying: 提升了how much percent of revenue, how much data, cooperate with x teams,**

**Pdf versions**