



JESSICA Y. YANG

Entry-Level Data Analytics Professional

I'm Jessica, an entry-level data analytics professional who recently completed the Google Data Analytics Professional Certificate. I am transitioning from a career in the hospitality industry and seeking a full-time role in the field of data analytics. I have excellent understanding and proficiency in platforms for effective data analysis, including SQL, Google Sheets, Microsoft Excel, Tableau, and R. I also possess strong organizational, communication, and analytical skills

EDUCATION

Aug 2022 - Jan 2023

Google / Data Analytics Professional Certificate

Completed extensive six-month job-ready Google Career Certificate training in five months. Demonstrated hands-on experience with data cleaning, data visualization, project management, and interpreting and communicating data analytics findings. Solid understanding of databases, SQL, and R.

Sep 2015 - May 2019

Boston University / Bachelor of Science in Hospitality Administration

School of Hospitality. Concentration in Hospitality Real Estate.

SKILLS

Google Sheets & Microsoft Excel 90%

SQL 65%

R Programming Language 80%

Tableau 80%

Analytical Skills 95%

CASE STUDIES

Jan 2023

Cyclistic Case Study

The business task of this case study is to figure out a way to convert casual riders into annual members. With the help of what I learned in R, I used programming and data visualizations to create graphs and tables to compare and contrast casual riders and annual member's ride length and ride amount. Before creating such data visualizations, I cleaned the data with both Microsoft Excel and R

Jan 2023

Bellabeat Case Study

The business task of this case study is to figure out different trends in user's data and improve Bellabeat customer's user experiences with new marketing strategies. Through this case study, I used visualizations and data manipulation to figure out user's sleeping habits, activity habits, and calories burnt throughout the day.

CONTACT

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