Stella Cindy

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EXPERIENCE

Data Science & Analytics Leader   Apr 2023 - Present
TARGET Corp | Remote

- Directed the creation and execution of a comprehensive data analytics strategy that advanced key business objectives and initiatives, implementing a responsive data mart generating $7,000,000 in incremental revenue annually.
- Orchestrated the deployment of an advanced API integration platform partnering with product managers and engineers; integrated 15+ external data sources, enhancing supply chain operations and achieving $2,000,000 in annual savings.
- Spearheaded the integration of business intelligence tools, data governance, and dashboards streamlining operations resulting in a 20% reduction in costs associated with data accessibility and improved supply chain visibility.
- Partnered with consumer insights and merchandise team to deploy an optimization model enabling demand forecasting for sustainable products that increased product availability and sales of sustainable products by 15%.
- Championed a data literacy initiative across cross-functional teams, developing training programs and resources that improved analytics adoption rates by 30%, leading to more data-driven decision-making throughout the organization.

Data Analytics Lead   Sep 2020 - Mar 2023
META INC | Sunnyvale, CA

- Directed a team of analysts in developing analytical frameworks that enhanced platform integrity and reduced fraud, exceeding business goals by 7% and driving data-driven decisions across 5+ teams.
- Analyzed user behavior patterns using machine learning techniques within datasets to inform strategic decisions regarding client partnerships, contributing directly to reducing unauthorized activity incidents by identifying 3 key risk factors.
- Engineered machine learning classifiers using Random Forest, SVM, and XGBoost from Scikit-learn in Python; achieved an exceptional 98% accuracy rate while identifying users with potential inauthentic behavior for the integrity team.
- Established cross-functional partnerships with engineering and product teams to align analytics initiatives with long-term business strategies, increasing process efficiency by 15%.
- Built interactive dashboards and data visualization tools using Tableau and Python, enabling leadership to monitor key metrics in real time and improve strategic decision-making.

Data Analytics Lead   Feb 2020 - Aug 2020
TRADESY Ecommerce | Los Angeles, CA

- Developed scheduled reports & metric alerts with prepared user documentation to support data & analytical reporting, improving the company's performance tracking visibility against business goals by 17%.
- Analyzed internal and external datasets, providing tailored recommendations to Product and Marketing teams that increased order conversion rates and boosted sales by 4% during pandemic challenges.
- Influenced product features & process changes, performed deep dive analysis of large internal & external consumer datasets to analyze consumer journey, increasing conversion rates by 50 to 150 basis points.
- Spearheaded the implementation of predictive analytics models to anticipate customer purchasing behavior, enhancing inventory planning accuracy and reducing overstock costs by 10%.
- Created an automated pipeline for marketing campaign performance tracking using Python and SQL, saving 8+ hours of manual effort per week and enabling quicker data-driven adjustments.

Senior Data Analyst   Feb 2018 - Feb 2020
NETFLIX, | Los Angeles, CA

- Developed content planning and forecasting using time series analysis, regression models, and statistical testing with Excel, SQL, and Python; created reports for high-visibility ad-hoc PR/GR requests, C-suite, and public policy teams.
- Pioneered advanced regression modeling techniques, improving forecast accuracy by 4%, and directly influencing monthly planning sessions with executive leadership.
- Automated integration of financial and content meta-data across 3+ in-house software & external data sources using custom Excel VBA, SQL & Python scripts, saving 10+ hours of manual data ETL effort per week.
- Conducted predictive modeling to project content engagement, leading to actionable insights that increased investment in content that had the highest growth projections

- Developed and implemented interactive dashboards to track content performance, enabling cross-functional teams to make timely, data-driven decisions and optimize strategic planning.

Senior Marketing Data Analyst   Dec 2015 - Jan 2018
FOREVER 21| Los Angeles, CA

- Developed ETL pipelines using SQL & Python that integrated with Google Analytics, allowing for real-time tracking of marketing campaign performance; insights led to a 20% reduction in cost per acquisition across digital platforms.
- Conducted customer segmentation using unsupervised k-means clustering analysis & statistical testing, recommended targeted & personalized email campaigns, and uplifted open & click rates by 200 basis points.
- Designed A/B testing frameworks to evaluate the effectiveness of promotional campaigns, leading to a 12% increase in conversion rates across digital platforms.
- Automated reporting workflows and KPI dashboards, reducing manual reporting efforts by 15 hours per week and improving data accessibility for decision-makers.

Financial Data Analyst   Jan 2015 - Sep 2015
TSI DIGITAL MEDIA | Los Angeles, CA

- Designed and implemented interactive dashboards using Python to track revenue growth metrics, providing product managers with real-time insights that ameliorated decision-making for pricing strategies by 20%.
- Reviewed customer purchasing patterns using comprehensive dashboards, leading to targeted pricing strategies that increased overall revenue growth by 15% and contributed positively to the annual financial forecast.
- Analyzed profitability trends across various strategic programs, identifying underperforming programs and reallocating budgets to high-performing programs, resulting in a 10% boost in ROI.
- Built predictive models to forecast quarterly revenue growth, improving financial planning accuracy and reducing forecast deviation by 8%.

Business Data Analyst   Nov 2013 - Dec 2014
WALMART | Los Angeles, CA

- Examined a comprehensive dataset of 100+ products and store attributes using R for advanced trend plotting; pinpointed five essential factors contributing to decreased sales effectiveness in key market segments.
- Collaborated with cross-functional teams to implement data-driven initiatives, building improved product placement and a 10% increase in sales performance across targeted market segments.
- Assessed sales data and customer purchasing, identifying key trends and factors influencing purchasing decisions, leading to targeted strategic adjustments.

EDUCATION

Masters of Science, Computer Science, Machine Learning Specialization | Georgia Institute of Technology
- *President*, Tech Teach Society; *Volunteer*, Humane Society

Bachelors of Science, Mathematics | UCLA
- *Honors, Dean's List*

SKILLS

Data Analytics & Modeling: SQL, Python, R, Scikit-learn, Data Science, Usage Analysis, Statistical Analysis, Optimization Modeling, Metrics Development, Business Process Strategy, Strategic Planning, Business Performance Measurement
Machine Learning Techniques: Classification Algorithms, Regression Models, Time Series Analysis, Natural Language Processing, A/B Testing, Predictive Modeling, Unsupervised, LLMs, AI
Data Management & Architecture: MongoDB, Hadoop, Spark, NoSQL, Dimensional Modeling, Cloud & Data Infrastructure, Databricks, API Development & Integration, Data Architecture, Data CollectionAutomations, Data Engineering
Business Intelligence Tools: Tableau, Power BI, Looker, Jupyter Notebooks
Programming Languages & Tools: C+, JavaScript, Github, Confluence, Jira