

# Graam Liu

New York, NY | 201-961-4749 | www.graamliu.com

## PROFESSIONAL EXPERIENCE

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**Wegmans** | New York, NY

*eCommerce Team Leader*

09/23 – Present

- Implemented targeted coaching program by analyzing 6 months of operational data through hypothesis testing and regression analysis to support that 10-second Total SPI reductions per shopper drive 3 additional weekly orders
- Designed SQL/Excel performance tracking system to execute shopper rewards program based on SPI and batch acceptance, incentivizing shoppers to consistently improve by 10%+ in those metrics each week
- Secured 3 new shopper positions by developing phone utilization dashboard that quantified staffing needs via Excel data visualization

*Cart to Curb Shopper*

06/23 – 09/23

- Executed process improvements that led to a nearly 50% decrease in personal SPI and a top 25 shopper spot in terms of SPI within 3 weeks

**ParkSlope Capital** | New York, NY | *Business Intelligence Analyst Intern in Real Estate*

06/19 – 07/19

- Extracted and manipulated hard to source data with R and Python, and built a relational database, which saved \$75K a year in outside research
- Deployed machine learning model that identified supply and demand behaviors, using SQL to query database data, and used Power BI to visualize findings, which was communicated to C-suite executives and used to secure a \$30K investment
- Wrote Python code for a new employee payroll data collection system that reduced human resource costs by 25%

**Strictly Tango School** | New York, NY | *Business Intelligence Analyst*

10/16 – 05/19

- Performed exploratory data analysis of social media in Python to create targeted customer profiles and increased marketing reach to 2M+
- Influenced director's decisions on student pricing by collecting and visualizing competitor prices with Python and creating a database
- Produced written and multimedia content that promoted special events and converted \$1.5K+ into new student leads

**BubbleBall Inc.** | New York, NY | *Digital Marketing Analyst*

02/15 – 06/15

- Discovered successful areas in video marketing through fact-based quantitative analysis via A/B testing and data visualization, and leveraged that insight into making 15 second "Play of the Day" videos which increased Instagram engagement by 655%
- Led BubbleBall's marketing strategy on its joint venture with Bud Light's #UpForWhatever campaign which captured 30K+ customer leads
- Increased internal engagement with franchise partners by communicating customer insights in monthly newsletter with CEO and Sales Director

## DATA SCIENCE & DATA ANALYTICS PROJECTS

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**Baruch College Data Mining Class Competition - CIS 9660** | New York, NY | *Machine Learning Winner*

11/19 – 12/19

- Leveraged IBM data to build supervised/unsupervised models in R and transform a telecom company's strategy to reduce customer churn

**Finding Opportunity - Stock Scanner** | New York, NY

07/21 – 08/21

- Harnessed big data to identify stock trends and created an investing strategy that returned 100%+ returns within two months

**Keeping NYC Safe - Neighborhood Crime Tracking Dashboard** | New York, NY

05/21

- Visualized crime statistics in a captivating story with Python/Tableau that allow leaders to proactively provide help in their community

## DATA SCIENCE, QUANTITATIVE, & OTHER SKILLS

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- **Programming/Scripting:** Python (Jupyter Notebooks, Pandas, Scikit-Learn), R (R Studio, Tidyverse), SAS, SPSS, Alteryx, Databricks, Power BI
- **Technical:** Supervised/Unsupervised Models (Writing, Testing, Validating, Deploying), Feature Engineering, Data (Cleaning, Exploration, Extraction, Manipulation, Visualization), Structured/Unstructured Data, Natural Language Processing, Machine Learning, Tableau
- **Statistical:** Statistical Models, Time Series, Regressions, Bayesian Methods, Mixed Model, Clustering, Linear Discrimination Analysis
- **Big Data & Database Technologies:** SQL, Relational Databases, Spark, Hadoop, Docker, Elasticsearch, Kibana
- **Business:** Design Thinking, Skills with Teams and C-Suite (Presentation, Collaboration, Communication), Slack, Excel, Word, PowerPoint

## EDUCATION

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**Baruch College, Zicklin School of Business** | New York, NY | *MS in Real Estate Analysis (STEM)*, GPA: 3.7

- Course Highlights: Python, R, Tableau, SQL, Data Mining, Statistics, Big Data, Database Management
- Attained Zicklin School of Business Scholarship, RELA Scholarship, Urban Land Institute membership, ICSC membership

**University of Michigan** | Ann Arbor, MI | *BA in Screen Arts and Cultures, Minor in Music*, GPA: 3.6

- Course Highlights: Calculus (I, II, III - Multivariable), Creative Content Production (Film, TV, Documentary, Multi-Media)
- University of Michigan Honors, Golden Key International Honor Society, Sigma Alpha Lambda Honors Society