CECILIA LIN

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CAREER SUMMARY

Data analyst with hands-on experience in statistical modeling, geospatial analysis, and data visualization. MS Business Analytics candidate at Baruch Zicklin with a concentration in Data Analytics. Skilled in Python, R, SQL, and building interactive analytical dashboards. 7 years in television broadcast operations, monitoring live quality and reporting system issues under on-air deadlines.

EDUCATION

Zicklin School of Business, Baruch College *Expected May 2027*

M.S. Business Analytics, Concentration in Data Analytics *GPA: 3.6*

Relevant coursework: Managerial Statistics, Data Mining, Decision Models and Analytics, Database Management

City College of New York, CUNY *May 2025*

Bachelor of Arts, Concentration in Digital Design

TECHNICAL SKILLS

Python | R | SQL | Excel | NumPy | Pandas | ggplot2 | Plotly Dash | Tableau | Statistical Analysis | Geospatial Analysis | Data Visualization

PROJECTS

NYC Property Market Dashboard | Python · Plotly Dash · Pandas · KD-Tree · Render May 2026

Live Demo | Source Code

- Built end-to-end interactive dashboard analyzing 498K NYC residential property transactions (2013–2025) across all 5 boroughs, engineering a geospatial join pipeline with KD-Tree to merge 4 external datasets (income, school quality, crime, subway access) to property ZIP codes
- Implemented brushing-and-linking interactivity across 7 visualizations via Dash callbacks, enabling non-technical users to explore how income, school quality, and transit access correlate with property prices at the ZIP-code level

Walmart Retail Sales Performance Analysis | R · Linear Regression · regclass · ggplot2 May 2026

Source Code

- Analyzed 6,434 weekly sales records across 45 Walmart stores using association analysis and multiple linear regression, building and comparing 3 models (baseline, full, reduced) to identify drivers of retail performance
- Found macroeconomic variables explained only ~2.5% of sales variance. Recommended store and product level features for follow-up research

BrightSmile Dental | SMB Healthcare Clinic | Microsoft Access · SQL · ERD Dec 2025

Video Demo

- Designed and deployed an end-to-end relational database for a Queens-based healthcare practice, translating requirements from 4 stakeholder roles into a normalized schema (1NF–3NF) supporting patient records, appointments, and insurance follow-up
- Modeled the data flow using UML ERD notation; implemented authenticated forms, parameterized queries, and operational reports surfacing patient no-show rates and supply-reorder triggers

PROFESSIONAL EXPERIENCE

Sinovision, Inc. | Queens, NY Aug 2017 – Aug 2024

Broadcasting Technician

- Monitored live broadcast quality metrics under strict on-air deadlines and maintained operational compliance for 7 years
- Identified, documented, and reported system irregularities to the engineering team, and worked with them to resolve issues in real time
- Followed and improved detailed operational SOPs to keep daily production consistent and compliant