**KATHERINE LANE**

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**EDUCATION**

**University of Massachusetts Amherst**

**Isenberg School of Management**

*Master of Science in Business Analytics* Candidate, June 2023

* Cumulative GPA: 3.91
* Relevant coursework: Data Management for Business Leaders; Business Intelligence & Analytics; Business Application Development; Project Management; Marketing Strategy; Leadership & Organizational Behavior; Financial Management

**College of Public Health & Health Sciences**

*Bachelor of Science in Public Health; Minor in Biology* May 2022

* Relevant coursework: Revenue Management; Political Economics; Culture, Society, & People; Advertising

**PROJECT EXPERIENCE**

**Financial & Managerial Accounting: Business Report of HMC Performance Analytics**

* Conducted performance analysis of motor corporation using Tableau and Excel to provide recommendations of where company should allocate resources to maximize market performance and revenue
* Completed financial and operational analysis to accurately forecast and where company would lose revenue and provided recommendations to identify growing markets and hotspots in which to focus

**Revenue Management: Case Study of Financial Impact of Bidding**

* Organized block bookings of new clients to ensure sufficient room for convention bid and prevention of revenue loss
* Conducted environmental and risk analysis of management concerns and forecasted revenue in event bid was not accepted
* Produced effective responses, solutions, strategies, and recommendations to obtain cross-departmental buy-in

**Project Management: Case Study Analysis & Commentary on Project Strategies Implemented by Team**

* Identified errors and wins within management, communication, and organization of CAA development of robotic arm
* Recommended organizational strategies and SWOT analysis to improve efficiency, accuracy, and quality of product in development, and implementation of work-structure break down via MS Project to outline timelines and deliverables

**Power Spreadsheets: Business Report on Financial Impact of West Nile Virus in California**

* Conducted research on team of 2 of the impact WNV had on various demographics/populations from 2006-2020
* Processed and analyzed data within Excel/SAP to identify counties and populations most impacted, and factors closely correlated with highest rates; used Tableau to visually compare geography and demographic hot spots

**EMPLOYMENT**

**Partners in Health, Commonwealth of Massachusetts** Boston, MA

*Contact Tracer* November 2021-February 2022

* Carried out initial case investigation for 500+ individuals who tested positive with SARS-19 Coronavirus; triaged and coordinated next steps of care for individuals and close contacts of cases using Salesforce, AWS, and MS Outlook/OneNote

**PROFESSIONAL ASSOCIATIONS**

**SmartSweets Inc.**  December 2021-Present

* Sales Ambassador for low-sugar candy manufacturer in order to connect others with healthier alternatives
* Review and analyze products for development prior to release to public market to ensure quality and increase sales
* Perform research and prospecting to grow client base maintaining organization and close attention to detail

**TECHNICAL PROFICIENCY**

Proficient in DBMS, SQL, Tableau, Python, R and R Studio, VBA for Excel, MS Advanced Excel with Power BI, Apple Swift, SAP Business Objects Analysis, SAP Predictive Analytics, Supervised & Unsupervised Machine Learning, MS Project, Harvard Business Publishing: Project Management Simulator, MS Word, PowerPoint & Access

Python: Programming Fundamentals (Iteration, Conditioning, Functions), Libraries (NumPy, Pandas, Matplotlib, Seaborn, Statsmodels, scikit-learn), Jupyter/Colab Notebooks

Other: Storytelling & Visualization, Data Mining, Text Mining