

# Nicole Lookfong

NicoleLookfong@gmail.com | [My Portfolio](#) | [My LinkedIn](#)

## SUMMARY

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Junior Data Analyst adept at transforming complex datasets into actionable insights, enhancing decision-making for businesses and research entities.

## SKILLS

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- Excel (VLOOKUP, XLOOKUP, Pivot Tables, Conditional Formatting)
- GraphPad Prism 8
- IBM Cognos analytics
- Python (Pandas, NumPy, Matplotlib)
- Tableau
- Salesforce
- SQL (SQLite, PostgreSQL, MySQL)
- SPSS

## RELATED WORK EXPERIENCE

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### Data Analyst

Ahold Delhaize, Carlisle PA, 2023– Ongoing

- Led data initiatives in **Microsoft Purview**, focusing on Metadata, Master Data Management, and Data Governance, enhancing data quality and privacy standards.
- Acquire data from primary or secondary sources, ensuring system integrity through meticulous filtering and cleansing of data, while maintaining database/data systems.
- Collaborated closely with management to align data strategies with business goals and spearheaded process improvement initiatives at Ahold Delhaize.

### Research Assistant

Penn State Hershey College of Medicine, Hershey PA, 2021 – 2023

- **Collected, cleaned, statistically analyzed, and visualized data** of 300+ rodent behavior studies using **Microsoft Excel, Google Sheets, and Graph Pad Prism 8.**
- **Incorporated techniques including T-tests, One- and Two-way ANOVAs, Repeated ANOVAs, MANOVA, and ANCOVA.**
- Used **Google Sheets** and **Microsoft Excel** to **clean, create databases, and pivot tables** for 300+ mouse brains and microscopic slides. Resulting in an increased work efficiency by 25% within the lab.
- Collected, entered, and maintained data for Mouse Colony Management which includes breeding, weaning, sexing, genotyping for over 600+ mice, increasing lab's ability to meet project deadlines by 40%.
- Presented results on cannabinoid pharmacology experiment in PTSD-like fear-memory behavior in mice at lab meetings, 10+ poster sessions and conferences.
- Interned for the lab from May 2020 to Feb 2021.

### Yeoman

United States Navy, Based primarily in San Diego, CA and Italy, 2008 – 2012

- Created, received, and distributed various military administrative correspondence items daily including formal letters of reprimand, and fitness and evaluation reports for officers and enlisted personnel.
- Improved office organization by compiling quarterly and monthly reports.
- Maintained records and prepared documents for over 250 service members attached to command, travel claims, pay, benefits, insurance, leave, and administrative issues completing over 12,500 data entries and 5000 Permanent Change of Station, gains, separations, and retirement orders with 99.2% accuracy rate.
- Prepared and updated Commanding Officer, Executive Officer, and Master Chief Petty Officer's calendar of appointment.

## PERSONAL PROJECTS

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*Completed various projects as part of self-directed learning and application.*

### **Correlation of Movie Data**, Nov. 2023

- Conducted comprehensive data manipulation and analysis on a movies dataset using Pandas, NumPy, Seaborn, and Matplotlib in **Python**; performed data cleaning, handling missing values, and type conversions.
- Performed advanced data visualization to reveal underlying patterns, such as budget vs. gross earnings correlations, genre distributions, and temporal gross revenue trends; applied statistical tests to assess the impact of missing budget data on gross earnings.

### **Amazon Web scraping**, Nov. 2023

- Developed an automated web scraper using **Python**, Selenium WebDriver, and BeautifulSoup to extract product details (title, price, ratings, and review percentages) from Amazon product pages, improving the efficiency of data collection for price tracking.
- Implemented data persistence by storing the extracted information into a CSV file, allowing for trend analysis over time, and integrated email alerts using SMTP to notify when prices dropped below a set threshold, enhancing decision-making for potential purchases.

### **Automating Crypto Website**, Nov. 2023

- Developed a **Python**-based data extraction tool using the CoinMarketCap API to retrieve real-time cryptocurrency information, normalizing data into a clean, analytical format with Pandas.
- Engineered a robust data collection script to automatically append new data at set intervals, allowing for comprehensive trend analysis over time and storing results in a CSV file for persistence.
- Leveraged Seaborn and Matplotlib in Python to create insightful visualizations, revealing intricate trends and patterns in cryptocurrency price changes over various time frames.

### **Data Professional Survey Dashboard**, Nov. 2023

- Built dashboard in **Microsoft Power BI** to analyze real survey data from data professionals, showcasing data transformation, visualization, and dashboard creation techniques.
- Utilized bar charts, gauges, and tree maps to visually represent data on job roles, average salaries, programming language preferences, and gender-based salary comparisons.

### **Nashville Housing Property**, Oct. 2023

- Used **Microsoft SQL Server** to clean and organize **SQL** database containing property information for houses in Nashville, Tennessee.
- Used aggregate functions, joins, string manipulations, cases, and data type conversions.

### **Global COVID-19 Infections and Deaths**, Oct. 2023

- Used **Microsoft SQL server** to conduct exploratory analysis on global COVID-19 database using aggregate functions, joins, data type conversion, and temp tables.
- Built a dashboard in **Tableau** to visualize findings on COVID-19 cases and deaths using tables, bar charts, map charts, and timelines.

### **King County, Washington House Sales Dashboard**, Oct. 2023

- Built dashboard in **Tableau** to analyze Kings County house sales from May 2014 to 2015.
- Used bar charts, map charts, heat maps, and filters to visualize the sales data.

### **Coffee Sales Dashboard**, Sep. 2023

- Built dashboard in **Microsoft Excel** to analyze coffee bean sales from 2019 to 2023.
- Used lookup and reference functions, IF functions, slicers, charts, and pivot tables to construct dashboard.

## **EDUCATION**

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**Bachelor of Science Life Science**, *Magna Cum Laude*

Penn State Capital College

GPA: 3.96/4.0

2017- 2023

**Bachelor of Arts Psychology**, *Magna Cum Laude*

Millersville University

GPA: 3.81/4.0

2014- 2017