CINDY S. CHEUNG
MBA, PMP, CSM

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OPERATIONS ANALYTICS MANAGER

Enable teams to improve operations so that employees can provide superior customer experience
Implement IoT analytics solutions to business systems throughout the organization

Areas of Expertise

- ❖ Agile / Scrum Methodologies
- ❖ Cross-Functional Team Cohesion
- ❖ Business Analysis
- ❖ Data Science
- ❖ Predictive Analytics
- ❖ Customer Insight
- ❖ Lean Operations
- ❖ Process Improvement
- ❖ Inventory Control

Software Skills

R ❖ Python ❖ Azure ML Studio ❖ Tableau ❖ PowerBI ❖ Microsoft SQL Server
Microsoft Excel ❖ MATLAB ❖ SPSS ❖ JIRA ❖ Microsoft Project

Foreign Languages

Fluent – Cantonese ❖ Conversational – Mandarin, Japanese

PROFESSIONAL DEVELOPMENT

Data Scientist Tracks with R and Python   12/2018 – 4/2019
DataCamp

Project Management Professional (PMP) Certification   1/2017
Project Management Institute

Certified ScrumMaster (CSM) Certification   2/2016
Scrum Alliance

EXPERIENCE

Whole Foods Market   Bellevue, Washington   11/2017 – 2/2019
Inventory Control Specialist
- ❖ Utilize Google Sheets to develop and implement an inventory control system that acknowledges product shelf life, sales performance, and stockroom storage space in order to replenish 150+ SKU's of bread products to their optimal inventory levels
    - ◆ Reduced spoilage by 1/2, freed stockroom space by 1/3, and increased sales by 34%
- ❖ Assess and apply structure during crisis situations for the team as company dealt with integration with Amazon Prime

Project Management Consultant   Greater Seattle Area   7/2015 – 6/2018

    Redmond Historical Society   Redmond, Washington
    Project Manager

    The Arc of King County   Seattle, Washington
    Project Manager

    Clearwater Spas   Woodinville, Washington
    Process Improvement Project Manager
- ❖ Collaborated hands-on with production crew to determine the current production process, thus strengthened trust between 60+ production crew members and upper management
- ❖ Streamlined supply chain that Increased daily production by 50%, and reduced back orders by 3 weeks
- ❖ Constructed a work breakdown structure (WBS) involving Lean principles and developed project schedule to convert an unused showroom into a warehouse
- ❖ Facilitated weekly status meetings and tracked progress with supply chain director, plant manager, and contractors while designing a Kanban supply chain system

Neal Analytics   Seattle, Washington   5/2014 – 4/2015
Data Analyst

Data Science
- ❖ Constructed a Market-Basket recommendation model in R for 4 upselling/cross-selling marketing campaigns targeting over 22,000 domestic accounts based on past purchase history
  - ◆ Predicted most likely next-purchase for each individual account
- ❖ Built a SEO predictive data model that analyzed conversion data for over 1 million keywords to estimate bid cost for a desired ranking within a search browser
  - ◆ Produced a ranking accuracy within 0.5 of the desired position

Technical Writing
- ❖ Tested and solicited feedback to compile recommended improvements for an internal web portal
  - ◆ Rewrote entire user manual for the tool
- ❖ Wrote scripts for 7 instructional videos
  - ◆ Taught viewers on how to connect a sensor-equipped raspberry pi board to Azure and display data on a PowerBI dashboard to demonstrate Internet-of-Things (IoT) usage
- ❖ Authored presentation storylines and scripts for Microsoft keynote events that blend Azure ML Studio with PowerBI as the definitive technical writer of the team

Software Testing
- ❖ Created test scenarios, strategy, and test cases for internal UI's that streamlined the billing system, saving approximately 64,000 hours and over $9 million in operations cost

Summerland Entertainment   Westlake Village, California   4/2009 – 5/2014
Script Analyst
- ❖ Examined A-lister screenplays to assess quality, marketability, and profitability in European market
- ❖ Provided storyline recommendations that resulted in blockbusters and Academy Award nominees
- ❖ Judged screenplays in the short script competition for the Poppy Jasper Film Festival in Morgan Hill, California

Lockheed Martin Space Systems Company   Sunnyvale, California   12/2003 – 4/2009
Systems Engineer

Aerospace Engineering
- ❖ Simulated and investigated orbital satellite data to analyze usual anomalies and design the next-generation satellite re-orientation procedure
  - ◆ Successfully tested on an operational communications satellite in 2010
  - ◆ Currently used by military to save fuel and extend life of satellite by 30%
- ❖ Uncovered root causes of sudden anomaly status changes in satellite flight data during orbital flight
  - ◆ Applied discoveries into the re-design of the re-orientation procedure

Project Coordination
- ❖ Collaborated with and Coordinated 5 separate departments to conduct a design review conference to gain approval from military customer to proceed to next stage of ballistic missile design

DATA SCIENCE PROJECTS

New Product Development: Rinseless Toothpaste
- ❖ Used SPSS to conduct hierarchical and K-means clustering analysis, conjoint analysis, and ANOVA based on a Qualtrics survey with 33 respondents to determine consumers' receptiveness to the idea
  - ◆ Concluded that brand awareness and customer loyalty must be established with a high-quality, conventional toothpaste before easing consumers into a state-of-the-art product

Market Research: Movie Theater Attendance and Loyalty
- ❖ Constructed Qualtrics survey and performed cross tabulation and clustering analysis to investigate moviegoer trends and classifications to gauge consumer openness to avant-garde theater goods and services
  - ◆ Determined concessions alone will not increase attendance but may increase purchases if the menu were enhanced
  - ◆ Attendance may be improved with dinner-movie packages, childcare services, and rewards program.

Voluntary Experience

University of California, Irvine   Seattle, Washington   6/2015 - Present
The Paul Merage School of Business Alumni Network – Seattle Chapter
Chapter Founder and Official Alumni Ambassador

      Program Management
- ❖ Promote the business school alumni network in the Pacific Northwest by encouraging alums to be involved in the Merage community and recruiting prospective students

Education

University of California, Irvine   Irvine, California
Master of Business Administration (MBA)
Specialized in Marketing Analytics and Business Intelligence

California Polytechnic University, San Luis Obispo   San Luis Obispo, California
Master of Science in Aerospace Engineering
Specialized in Space Systems Engineering

University of Washington   Seattle, Washington
Bachelor of Science in Electrical Engineering
Bachelor of Science in Applied Computational Mathematical Sciences
Minor in Japanese

Award

Best Team Player
Paul Merage School of Business
Voted by peers from the MBA Class of 2013