

# Fanny Guan

Data Analyst

**Location** San Francisco, CA  
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**Portfolio** [www.fannyguan.com](http://www.fannyguan.com)

## Objective

Detail-oriented and analytical individual with a recently completed Google Data Analytics certificate and a bachelor's degree in Informatics seeking a preferably remote or flex position as a **Data Analyst** to apply statistical and analytical skills.

## Education

- Bachelor of Science in Informatics, Specialization in Human Computer Interaction, University of California Irvine, Irvine, California

## Certifications

- Google Data Analytics by Google on Coursera. Certificate earned at December 12, 2023

## Skills

- Data Analysis and Programming: Proficient in using tools such as **R**, **Python**, and **Excel/Google Sheets** for data analysis and interpretation.
- Data Visualization: Skilled in creating visually appealing and informative charts, graphs, and dashboards using tools like **Tableau** and **PowerBI**.
- Database Management: Experience with **SQL** for querying and managing databases.

## Experience

Digital Store Manager | Kokak Chocolates | September 2019 - April 2023

- Successfully managed both in-store and online operations, overseeing daily activities, inventory, and customer interactions from grand opening in 2020.
- Spearheaded online website, developed and executed digital marketing campaigns to drive online sales growth, leveraging social media, email marketing, and other digital channels, resulting in over 300% increase in sales in the first 2 years.
- Conduct data analysis on online sales performance, customer behavior, and digital marketing campaigns to provide insights for strategic decision-making.
- Generate reports and dashboards to present key metrics and trends, facilitating data-driven decision-making processes.
- Collaborated with the production team to coordinate product launches, promotions, and seasonal offerings both in-store and online.
- Provided excellent customer service, addressing inquiries, resolving issues, and maintaining a positive brand image.

## References

Carol Gancia | Title: CEO, Founder | Company: Ripplemakers, Inc / Kokak Chocolates  
- Email: [carol@kokakchocolates.com](mailto:carol@kokakchocolates.com)