

EMMA WILCOX

DATA ANALYST

CONTACT

646 220 3772
emmacarolinewilcox@gmail.com
[emmawilcox.info](mailto:emmacarolinewilcox@gmail.com)
[linkedin.com/in/emmacwilcox](https://www.linkedin.com/in/emmacwilcox)
Lexington, NY

SKILLS

Excel:
Conditional formatting
VLookup
Pivot Tables
Python:
(Pandas, NumPy, Scipy, Seaborn,
Matplotlib, folium, json, math,
searchengine, sklearn)
SQL
Tableau Dashboards
Data Analysis
Data Mining
Data Visualization

EDUCATION

Certificate in Data Analytics

August 2023
Career Foundry

Edie Windsor Coding Scholarship
Lesbians Who Tech

BFA in Photography

June 2002
School of Visual Arts NY, NY

Postgraduate study:
New Museum,
Rutgers University
Institute for Ethical
Leadership

PROFILE

Data analyst with a nuanced and tenacious approach to research and storytelling, honed founding an award-winning independent arts space. Designed and assessed multiyear programs and collaborations, using quantitative data and memorable communications to distill the experiences of constituents into concise form for policymakers. **Seeking to continue increasing shared understanding between people.**

SELECT PROJECTS

DESCRIPTIVE ANALYSIS: RV USE ON PUBLIC LANDS Career Foundry August 2023

- Profiled 1.7 million RV users with public data, deriving new variables like actual travel distance
- Built highly interactive storyboard and operational dashboard of growth %s and utilization index
- Ran unsupervised machine learning to understand distinct user subsets and state-by-state seasons.

INSTACART EXPLORATORY ANALYSIS Career Foundry May 2023

- Transformed and integrated 5 datasets to engage dataframe of 30 million rows, using Python
- Interpreted statistical analysis to build out nuanced demographic profiles of online grocery shoppers
- Visualized insights for marketing: 20%+ marketshare to capture by region, and new high-value leads

ROCKBUSTER STRATEGIC ANALYSIS Career Foundry October 2022

- Utilized SQL to extract data from 15 different related tables from PostgreSQL database, querying with joins and CTEs to answer key business questions
- Structured concise shareholder presentation summarizing current company performance of top 10 global cities
- Project presentation was nominated by my mentor for highlight feature, based on “compelling editorial approach” accompanying spatial analysis.

PRESCRIPTIVE ANALYSIS FOR INFLUENZA SEASON Career Foundry July 2022

- Designed data research project, testing hypothesis with CDC and Census datasets requiring extensive cleaning, normalization and integration in Excel
- Developed Tableau storyboard communicating findings: linear regression forecasting indicates key regional populations to target for health outcomes

EXPERIENCE

FOUNDING GALLERY DIRECTOR Gallery Aferro February 2003 – July 2023

- Originated hundreds of cross-sector collaborations and built out contract client base, growing annual auction event 300% via strategic analysis of regional market niche and rollout of online
- Conceptualized, deployed and monitored multiyear outreach campaigns for distinct populations, including mobile portrait studio which exceeded initial KPI 185%
- Initiated first community artist survey in decades, used quantitative data about caregiving to secure national-level funding recognition and fellowship program for parent-artists
- Hypothesized and validated largescale collection of unstructured oral history data from city residents; resulting project was acquired by Kohler Foundation for national use