Serena Luo

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/in/serena-luo

Experience

Gopuff / Driver Operations Data Analyst

AUGUST 2021 - PRESENT, REMOTE

- Pioneered business intelligence tools on Driver Operations, including GPS location trackers and Sigma self-service dashboards, providing access to metrics and trends in driver satisfaction, quality, and support by teams previously lacking them
- Designed automated reports to flag instances of driver fraud, such as instances of driver GPS spoofing, preventing more than 20k artificially inflated payouts to bad actors on the platform
- Identified data bugs, such as inaccuracies, missing data, and incorrectly applied business logic, and engaged with data engineering teams to resolve them, improving accuracy of driver supply forecasting and pay assessment

WuXi Biologics / Associate Project Manager

MAY 2020 - AUGUST 2021, WORCESTER, MA

- Coordinated construction of a $100M+ CDMO biomanufacturing facility; involved in all aspects of site construction, including budget control, executive reporting, working with cross-functional teams, daily meeting management, etc.

Massachusetts Bay Transportation Authority / Fare Policy Analysis Assistant

JULY 2019 - APRIL 2020, BOSTON, MA

- Transformed raw data into analyses and insights regarding customer behavior, network reliability, and program effectiveness to inform transportation policy
- Used Python to automate transportation model data summaries, saving 2h+ per model run and enabling analysts to systematically compare modeled scenarios

Guy Carpenter / Catastrophe Modeling Co-op

JULY 2018 - DECEMBER 2018, NEW YORK, NY

- Used R to automate manual data extraction/cleaning processes, saving hundreds of analyst hours in catastrophe modeling process
- Developed Tableau dashboards to identify geographical reinsurance trends

Wayfair / Pricing Operations Intern

JULY 2017 - APRIL 2018, BOSTON, MA

- Performed analyses to understand pricing system triggers and make recommendations to site-wide price update frequency strategy, improving customer browsing experience

Skills

Programming: SQL, Python (pandas, numpy, matplotlib), R, VBA, STATA

Software: Looker, Tableau, Sigma, Git, Jupyter, GIS

Education

Northeastern University / BS in Economics

SEPTEMBER 2015 - MAY 2020, BOSTON, MA