

# SHERALEE LOVEJOY

## CONTACT

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## TECHNICAL SKILLS

**LANGUAGES:** Python, Google Sheets/Excel, Selenium  
**DATA VISUALIZATION TOOLS:** Tableau, Seaborn, Matplotlib  
**WEB SCRAPING:** BeautifulSoup, Selenium  
**LIBRARIES:** Pandas, Numpy, Scikit-Learn

## EDUCATION

Texas A&M University  
Bachelor of Science Nutritional  
Science 2016

## EXPERIENCE

### TASK FORCE X CAPITAL MANAGEMENT

Charlotte, NC

#### Analytics Fellow

2021 to Present

- Created a competitive analysis for an Agtech start-up. This allowed the firm to better understand the market size and competitors in order to determine the potential of the start-up and the pre-money valuation.

### METIS

#### Data Analyst

2021

- Metis provides a data analytics curriculum which, taught by industry-seasoned data analytics instructors, features iterative, project-centered approaches to develop experience with data. The curriculum focused on teaching exploratory data analysis, web scraping, linear regression, and business analysis.

#### Liquor Store Business Analysis (EDA, Google Sheets, Tableau)

- Project Objective: Analyzed Iowa's liquor store sales data to determine any opportunities to increase net profit for a store.
- Method: Read a csv file of 40,000 rows of data from Kaggle in jupyter-lab to clean and filter data into 9,000 rows using python. Data was then imported into google sheets for further exploration to identify any trends and/or relationships within customer demographics, products sold, wholesale cost, retail cost, revenue, and net profit.
- Results: Found a profit loss of over \$16K for products selling less than 8 bottles a year and that a margin increase of 1% could potentially increase net profit by \$30K.

#### Predicting Opening Gross (Web Scraping, Regression)

- Project Objective: Used scraped movie data to build a regression model which best predicts the opening gross income of a movie.
- Method: Collected data by scraping the tables of the top 1000 lifetime grossing movies on Box Office Mojo using BeautifulSoup and Selenium. Used cross validation to compare different types of regression models and choose the best fit. Incorporated feature engineering, dummy variables, and data type conversions as some of the ways to improve my  $R^2$  score from 0.434 to 0.611. Visualized model using Seaborn.
- Results: Inputted data for Armageddon into model and received a prediction value of about \$42 million for opening gross income. The actual opening gross income was about \$36 million.

### NEW YORK LIFE INSURANCE COMPANY

Montgomery, AL

#### Agent

2019 to 2020

- Coordinated volunteer events and bereavement training for local schools and non-profit organizations to secure grants which built lasting relationships and impacted roughly 50 teachers and 1,000 students.
- Created financial plans using company products and experts to provide solutions for financial concerns of families and local businesses.
- Collaborated with 10 colleagues on 6 outreach efforts through various venues. Efforts led to over 300 potential clients and over \$3000 in total revenue.

### LOFT

#### Sales Lead

Montgomery, AL

2018 to 2019

- Oversaw and tracked key sales metrics on a monthly basis such as conversion ratio, sales target, online sales, and credit card applications.
- Analyzed and collected data of new plus product line using excel. Identified styles of products that were consistently selling and at what cost customers were willing to purchase.
- Developed and executed strategies to identify barriers in sales for the new product line.
- Designed and implemented standardized data report for our 12 store district which received positive feedback from district level management

### Microgen DX

#### Sales Representative

Abilene, TX

2017 to 2018

- Advised physicians on benefits of DNA sequencing testing through PowerPoint presentations and sharing experiences of other physicians.
- Implemented sales strategy into new sales region leading to 6 clinics regularly using the product.
- Built and nurtured relationships with physicians and staff members by providing data and resources as well as answers to any questions or concerns. This opened the opportunity for referrals.