



Sherry Chen
Sr. Data Analyst

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Key Qualifications

Miss Chen is a Senior Data Analyst at SLCG Economic Consulting, LLC. She holds a B.A. in Accounting from National Taiwan University and a M.S. in Marketing Analytics from University of Maryland- Robert H. Smith Business School. Prior to joining SLCG Economic Consulting, Sherry worked as a Financial Analyst in Subway Development Agent Company in Taiwan and as a Associate auditor in PwC Taiwan for two years.

Professional Experience

SLCG ECONOMIC CONSULTING, LLC
2022 - *Sr. Data Analyst*

Subway Development Agent Company
2018-2020 *Financial Analyst*

- Market Insight: Developed and presented actionable insights for marketing strategies through analysis of sales and customer data.
- Transformed new company-owned restaurants, enhanced sales by 225%, reduced labor and food cost-to-sales by four percent and three percent respectively.
- Advised company and 100+ local franchisees in trend analysis, connected data across stores and departments.
- Conducted cash flow planning of multiple stores in Taiwan to shape new development strategy.
- Setting up robust analytics tools and data visualization reports using Excel and Tableau to develop sales charts across the region, store types over years

PricewaterhouseCoopers (PwC)
2016-2018 *Associate*

Education

UNIVERSITY OF MARYLAND, ROBERT H. SMITH SCHOOL OF BUSINESS
2020-2021 *Master of Science in Marketing Analytics*

NATIONAL TAIWAN UNIVERSITY
2012-2016 *B.A., Accounting*

Computer Skills

R, Python, SQL, Tableau, SAS, Microsoft Office

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