**Shuang (Liana) Liang**

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**EDUCATION**

**University of Southern California, Marshall School of Business** – Los Angeles, CA **May 2020**

*Master of Science in Business Analytics* *(STEM), Dept. of Data Sciences and Operations*

**Dongbei University of Finance & Economics (DUFE)** – Dalian, China **May 2018**

*Bachelor of Financial Engineering*

*Honors:* Merit Student of DUFE, GPA: 3.9, Ranking 2/32, GRE 324

**BUSINESS ANALYTICS EXPERIENCE**

**Tripalink Corp.** –Los, Angeles, CA **Spring 2019**

*Project Volunteer*

* Leveraged financial ratios, conducted scenario analysis and sensitivity analysis to evaluate the profitability of real estate projects and detect strong influence factors, revealed the potential risks to project manager.
* Conducted financial reporting and project progress reporting to project manager and submitted written version to investors, attracting and convincing strategic investors to provide financial support.
* Did market research for business development, collected comparable price data in target area and visualized in Tableau, helping Department of BD on getting a quick overview for that region and make a better decision.

**Sales Analytics for Farmers Insurance** –Los, Angeles, CA **Fall 2018**

*Course Project*

* Examined fields and variables in Excel, cleaned data in R Studio by changing data types and dealing with missing values, then conducted statistical analysis for further exploration
* Joined raw data with map data and created a heatmap to visualize auto-insurance customers’ distribution
* Researched age, discount, income and other probable factors, visualized them in Tableau to explore relationships, established a dynamic dashboard by R shiny giving an overview of data; presented to corporate analytics leads

**Ding Fu Data Sci & Tech Co., Ltd –** Dalian, China **Spring 2018**

*Data Analyst Assistant*

* Collaborated with nine colleagues, updated accounting information for company’s data platform, facilitated the establishment of banking and real estate databases contributing to a business analytics project in consulting department
* Debugged and revised data according to original financial reports, improved accuracy and quality of databases
* Sorted data on basis of business types, summarized accounting subjects and improved data classification efficiency

**Dalian EL Business Consulting Co., Ltd** – Dalian, China **Spring 2017**

*Intern, Sales Division and Administration Division*

* Performed lectures for colleagues regarding mathematical knowledge of portfolio selection and profitability of fund products, helping employees to earn client trust and to keep return rate of client’s asset above 9.5%
* Established an asset allocation model using SAS & R to evaluate clients’ risk and return by optimization function
* Attended client meetings with team leader, prospected for potential clients in insurance and healthcare industry

**ACTIVITIES & HONORS**

**Student's Platform for Innovation and Entrepreneurship Training Program –** Dalian, China **2017 - 2018**

*Member*

* Researched strategies used by insurance companies to transfer risk by using agricultural products futures and options
* Investigated average yields of agriculture, collected data from Dalian Commodity Exchange, created a new insurance mode by combining two of five agriculture breeds with negative correlation, theoretically eliminated non-systematic risk

**SKILLS & INTERESTS**

*Modeling:* Linear regression, logit regression, random forest, boosted trees, neural net, KNN

*Visualization:* R(ggplot2, map, dplyr, stringr, lubridate, shinyApp), Tableau

*Language:* R, SAS, SQL, Python, NoSQL(MongoDB, Neo4j)

*Specialization:* Consumer behavior, financial analysis, time series analysis, fraud detection

*Soft Skills:* Financial reporting, business managing, communication, verbal and written English skills

Office: Word, PowerPoint, Excel, Indesign,

*Service:* Volunteer teacher at a rural primary school, voluntary labor in children’s library on weekends