JINXIN REN

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PROFILE

Data Enthusiast ready to blend my technical expertise with my diverse experiences to drive impactful business decisions.

- **Languages:** Python(Pandas/Numpy/Scipy/Keras/Seaborn/Statsmodels/Sklearn/Xgboost/Selenium/Transformers), R(Dplyr/ggplot2/Shiny), SQL(MySQL/PostgreSQL/CTE/Window/Regex), HTML
- **Tools:** AWS, Azure, Excel, Git, HuggingFace, PowerBI, Tableau, LookerStudio, Minitab, @Risk, SAS EM, VS Code
- **Key Areas:** Data Mining, Predictive Modeling, Machine Learning, Visualization, Gen AI, Cloud Computing, A/B Testing

CERTIFICATIONS

AWS Solution Architect - Associate(SAA-C03) | AWS Cloud Practitioner(CLF-C02) | Microsoft Azure Fundamentals(AZ-900) | Tableau Desktop Specialist | Operation Research with SAS Optimization | IBM Intro to Data Science(Coursera) | Associate Data Analyst in SQL(Data Camp) | Associate Data Scientist in Python(Data Camp) | Associate Certified Analytics Professional(Informs)

EDUCATION

Purdue University, Daniels School of Business — **West Lafayette, IN**
Master of Science in Business Analytics and Information Management — **August 2024**

University of San Francisco, School of Management — **San Francisco, CA**
Master of Science in Entrepreneurship & Innovation — **August 2019**

President University — **Jakarta, Indonesia**
Bachelor of Science in Management — **May 2017**

PROFESSIONAL EXPERIENCE

Microsoft — **West Lafayette, IN(Remote)**
Applied AI Data Analyst(Purdue Industry Practicum) — **January 2024 – April 2024**

- Designed solutions leveraging Optical Character Recognition (OCR) and Generative AI models that can transform over 110,000 product images into high-quality text information
- Implemented trending LLM models, boosting average quality score of product descriptions by over 76%
- Constructed a product description auto-generation pipeline using Microsoft Azure, reducing labor costs and time by 99% for a national grocery retailer

Compass Sports & Culture Development Co.,Ltd — **Shen Zhen, China**
Director of Program Development — **April 2021 – June 2022**

- Facilitated online master's program partnership between Chinese education companies and American universities
- Crafted business case proposals detailing member roles and responsibilities, revenue distribution between two parties, course curriculum that ensured a successful international cooperation
- Directed and organized department meeting and staff training to execute company's strategy execution

Instacart — **San Francisco, CA**
Trust & Safety Specialist — **December 2019 – October 2020**

- Identified and investigated fraud patterns, reducing fraudulent activities by 30% within six months
- Managed a queue of over 100 inbound shopper and customer appeals daily using Zendesk, improving response time and resolving 90% of appeals within 24 hours, enhancing overall customer satisfaction

TRI Commercial/CORFAC International — **Walnut Creek, CA**
Market Research Intern — **February 2019 – September 2019**

- Utilized CoStar, Landvision to produce Broker's Opinion of Value report, generating data to help clients make decisions
- Classified and analyzed 100+ properties monthly, synthesizing information that improved the accuracy of property valuations
- Collected, verified, and consolidated broker's database, providing structured datasets that improved data accessibility

PT. Friendship Logistics Line — **Jakarta, Indonesia**
Import Project Coordinator — **February 2016 – March 2017**

- Prepared necessary documents for customs clearance, coordinated cargo transportation, ensuring timely and efficient delivery
- Cultivated customer relationships and fostered approximately 10 contracts that generated over $30,000 in profit

ACADEMIC PROJECTS

- **Forecasting Retail Sales** - Developed time series forecasting models using LSTM to predict Walmart sales, achieving high precision with an RMSE below 0.55 through advanced feature engineering.
- **CookieCats A/B Test** - Designed an operational plan and performed A/B testing, extracted and visualized key target metrics, resolved validity threats, utilized Z-test to verify hypotheses, and finally generated informative business summary.
- **Firm Bankruptcy Prediction** - Engineered data mining algorithms such as Random Forest, Neural Networks, and Gradient Boosting to classify bankruptcy using 64 indicators, achieving a 94% accuracy rate, leveraging SAS Enterprise Miner.
- **NCAA Ticket Purchase Prediction** - Created predictive models for Division I Women's Basketball customer data, achieving a 98.4% accuracy in forecasting ticket purchases, with results visualized using Tableau.
- **ACIC Causal Inference Challenge** - Implement multiple causal inference methods, from simple linear regression to advanced models such as propensity score matching, and DiD with IPW, to estimate overall SATTs for all of their 3,400 datasets and eventually reach 21.52 RMSE.