

# 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/Sk-learn/Xgboost/Selenium/Transformers), R(Dplyr/ggplot2/Shiny), SQL(MySQL/PostgreSQL), HTML
- **Tools:** AWS, Azure, Excel, Git, HuggingFace, Jupyter, LookerStudio, Minitab, @Risk, SAS, Tableau, VS Code
- **Key Areas:** Data Mining, Predictive Modeling, Machine Learning, Generative AI, Cloud Computing, ETL

## EDUCATION

**Purdue University, Daniels School of Business**

*Master of Science in Business Analytics and Information Management*

**West Lafayette, IN**

**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)**

*AI Solutions Intern(Purdue Industry Practicum)*

**January 2024 – April 2024**

- Constructed a product description auto-generation pipeline using Microsoft Azure, reducing labor costs and time by 99% for a national grocery retailer
- Designed solutions leveraging Optical Character Recognition (OCR) and Generative AI models to transform over 110,000 product images into high-quality text information
- Implemented LLM scoring models, boosting average quality score of product descriptions by over 63%

**Compass Sports & Culture Development Co.,Ltd**

**Shen Zhen, China**

*Director of Program Development*

**April 2021 – June 2022**

- Developed partnerships between Chinese education companies and American universities, facilitating the initiation of master's online educational programs
- 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 fraud patterns and conducted investigations to deter fraudulent/suspicious activities
- Utilized Zendesk to manage a queue of inbound shopper & customer appeals with time management and prioritization skills
- Resolved discrepancies in weighted produce items between in-app customer orders and real-time shopper receipts

**TRI Commercial/CORFAC International**

**Walnut Creek, CA**

*Market Research Intern*

**February 2019 – May 2019**

- Utilized CoStar, Landvision to produce Broker's Opinion of Value report, generating data to help clients make decisions
- Classified and analyzed different types of property to gather useful information
- Collected, verified, and consolidated broker's database, providing structural datasets for future use

**PT. Friendship Logistics Line**

**Jakarta, Indonesia**

*Import Project Coordinator*

**May 2016 – June 2017**

- Supervised and coordinated entire process of cargo transportation
- Prepared required documents & materials for custom clearance
- Built customer relationship and fostered approximately 5 contracts and generated over \$50,000 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.
- **Airbnb 'Superhost' Influence Analysis** - Applied Difference-in-Difference (DID) regression models to pinpoint key factors affecting Airbnb hosts' revenue and evaluate the impact of the superhost badge on revenue increase.
- **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 to forecast ticket purchases and market segmentation, with results visualized in Tableau.

## 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) | Data Analyst(Data Camp) | Associate Data Scientist - Python Track(Data Camp)