

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) | Data Analyst in SQL/Data Scientist in Python(Data Camp) | SQL Advanced(Hacker Rank) | Associate Certified Analytics Professional(Informa)

EDUCATION

Purdue University, Daniels School of Business <i>Master of Science in Business Analytics and Information Management</i>	West Lafayette, IN August 2024
University of San Francisco, School of Management <i>Master of Science in Entrepreneurship & Innovation</i>	San Francisco, CA August 2019
President University <i>Bachelor of Science in Management</i>	Jakarta, Indonesia May 2017

PROFESSIONAL EXPERIENCE

Microsoft <i>Applied AI Data Analyst(Purdue Industry Practicum)</i>	West Lafayette, IN(Remote) January 2024 – April 2024
<ul style="list-style-type: none">• 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 <i>Director of Program Development</i>	Shen Zhen, China April 2021 – June 2022
<ul style="list-style-type: none">• 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 <i>Trust & Safety Specialist</i>	San Francisco, CA December 2019 – October 2020
<ul style="list-style-type: none">• 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 <i>Market Research Intern</i>	Walnut Creek, CA February 2019 – September 2019
<ul style="list-style-type: none">• 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 <i>Import Project Coordinator</i>	Jakarta, Indonesia February 2016 – March 2017
<ul style="list-style-type: none">• 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.