

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), HTML
- **Tools:** AWS, Azure, Excel, Git, HuggingFace, Jupyter, LookerStudio, Minitab, @Risk, SAS EM, Tableau, VS Code
- **Key Areas:** Data Mining, Predictive Modeling, Machine Learning, Generative AI, Cloud Computing, ETL

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

PROFESSIONAL EXPERIENCE

Microsoft	West Lafayette, IN(Remote)
<i>AI Solutions Architect (Purdue Industry Practicum)</i>	January 2024 – April 2024
<ul style="list-style-type: none">• 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 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%	
Compass Sports & Culture Development Co.,Ltd	Shen Zhen, China
<i>Director of Program Development</i>	April 2021 – June 2022
<ul style="list-style-type: none">• 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
<i>Trust & Safety Specialist</i>	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• Resolved discrepancies in weighted produce items between in-app customer orders and real-time shopper receipts	
TRI Commercial/CORFAC International	Walnut Creek, CA
<i>Market Research Intern</i>	February 2019 – May 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	Jakarta, Indonesia
<i>Import Project Coordinator</i>	May 2016 – June 2017
<ul style="list-style-type: none">• Supervised and coordinated the full cycle of cargo transportation, ensuring timely and efficient delivery• Prepared and managed necessary documentation for customs clearance, ensuring compliance with regulations• Cultivated customer relationships and fostered approximately 10 contracts that 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 revealed that the superhost badge did not increase revenue in 6 out of 7 periods.
- **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.