

JINXIN REN

West Lafayette, IN | 765-327-9430 | ren270@purdue.edu | www.linkedin.com/in/jinxin-ren | aka-gulu.github.io

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)

Data Science 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)