

WILLIAM(CHUNJIN) GAO

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SKILLS & CERTIFICATIONS

Tableau Server | Python | Selenium Scraper | PySpark | R | Postgres SQL | Oracle SQL | SQL Server | Crontab | MS Server | GCP | API | Excel | PowerPoint | Word | JavaScript | MongoDB | Node JS | HTML | CSS | Git

- Python for Data Analysis on Codecademy June 2018

WORK EXPERIENCE

Instacart **San Francisco, CA**
Senior Data Analyst May 2021 – Present

- Create and maintain data pipelines for high-stake dashboards to ensure data recency
- Build admin dashboards to enable dashboard usage tracking and improve operational efficiency
- Navigate through complex data warehouses and create one-stop-shop sales dashboard that empower ads team to generate revenue more efficiently

Western Digital **Milpitas, CA**
Data Scientist June 2019 – May 2021

- Build and analyze weekly Amazon Ads and Google Ads dashboards to visualize accounts performances and recommend search term/keyword optimizations that improve the ad spend efficiency by more than 10%
- Develop 9 data pipelines using Python and build “single source of truth” Tableau reports for the company’s global Amazon accounts to correlate key metrics and assist business operations
- Provide insights for business operations by developing and deploying ML models that estimate competitors’ weekly sales and market shares with 90%+ accuracy across 8 product categories
- Analyze consumer purchase behaviors data on Amazon and identified upsell opportunities on high-capacity storage devices that have higher margins
- Develop a full-stack Tableau visualization app using Facebook, Instagram, and Google API along with TFIDF NLP models in Python to facilitate social media sentiment analysis and topic listening.
- Build and maintain 15+ Python web scrapers, automated email reports, and notifications on MS server for business essential data ETL
- Build data models using Prophet and forecast SKU level demands to reduce risk of out of stock on Amazon

Curology Inc **San Francisco, CA**
Marketing Data Science Intern March 2019 – May 2019

- Built and maintained Chartio dashboards on key marketing metrics such as customer acquisition cost(CAC) and advised user acquisition team where to invest marketing funds
- Developed a multi-label classification model to classify customer reviews to understand user pain points

U.S. Army **Fort Wainwright, AK**
Diesel Mechanic, Team Leader August 2015 – March 2018

- Monitored service schedules of more than 100 military vehicles and equipment to ensure full deployability

Central Ohio Tax Company **Columbus, OH**
Tax Accountant to Tax Manager June 2014 – August 2015

- Bookkeeping in Excel and QuickBooks and file tax returns for personal and business

EDUCATION

University of California - Davis **San Francisco, CA**
Master of Science in Business Analytics | GPA 3.79 August 2018 – August 2019

The Ohio State University **Columbus, OH**
BSBA, Accounting | GPA 3.52 Cum Laude August 2011 – December 2014