

Ziyuan Han

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SUMMARY

- Data Scientist with 3+ years of experiences in Product & Marketing, especially in predictive modelling, prescriptive analysis, AB testing and data mining.
- Excellent product business skills to define ambiguity and translate into measurable metrics.
- Excellent communication skills to deliver actionable insight and drive decisions.
- Strong proficiency with PostgreSQL, Python and Tableau, Git. Familiarity with R, Excel.

PROFESSIONAL EXPERIENCE

Data Analyst - SunFiber

03.2020 - Present

- Built customer lifetimes/churn model to optimize customer recall process, decreased churn rate by ~3%.
- Designed and implemented end-to-end data pipeline and visualization tools using Python, MySQL and Tableau.

Product Data Analyst II - Facebook Video (through Insight Global)

09.2019 - 03.2020

- Impacted content acquisition roadmap by doing insight analysis and conducting A/B test on video metrics between FB and YouTube.
- Redefined product topline metric by defining business ambiguity and conducting cohort/retention/segmentation analysis.
- Improved and built 10+ product analytics dashboards.

Data Scientist Intern - Fandom (Previous Wikia.com)

11.2018 - 07.2019

- Implemented 1st-version multi-label text classification pipeline for ads content recommendation, achieved ~20% increase in f-score for ~30 labels.
- Built 1st-version content clustering visualization dashboard.
- Used SQL extensively to acquire in-house data, use python to acquire data/labels via external APIs.

Growth Data Analyst - Yitan Entertainment

02.2016 - 08.2016

- Conducted A/B test and user analysis on in-app promotion behavior, improved user engagement rate.
- Actively collected users' purchase history and feedback (~750 per day) and analyzed users' purchase habits and feedbacks using regression models.

SELECTED PROFESSIONAL PROJECTS

Marketing Mix Modelling Bootcamp - MarTechApe [\[code\]](#)

- Collected, cleaned data and aggregated ETL process using MySQL.
- Performed multivariate regression model (Market Mix Modelling) in R to evaluate market tactics impact.
- Analyzed effectiveness and efficiency of different media activities (e.g., TV GRPS, Paid Search Clicks, Display impressions etc.).
- Provide recommendations on budget optimization using Excel solver.
- built Tableau dashboards to visualize model results, created deck to summarize model findings and gave presentation to team.

Customer Lifetimes Model - Ecommerce [\[code\]](#)

- Predicted customer future spending using Gamma-Gamma model.
- Visualized and described customer purchase behavior using BG/NBD model.
- Used Python to clean data visualize result

EDUCATION

- **University of San Francisco** 2018 - 2019
Master of Science in Data Science
- **University of San Francisco** 2016 - 2018
Bachelor of Science in Data Science
- **University of Oxford** 2012 - 2015
Bachelor of Science in Materials Science