JIAWEN LIANG

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY
Master of Science in Business Analytics (A STEM-Certified Program); GPA: 3.9/4.0   **Dec. 2020**
- **Activities:** Active member at Simon Pricing Club and Data Analytics Club   *Avaliable for full-time work in May*

SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS - Chengdu, China
Bachelor of Management – Concentration: Information System (Business Intelligence Direction);   **June. 2019**
- **Leadership:** Student Union - Vice Minister of Voluntary Association
  Planned and organized volunteer activities for the whole university.
- **Case Competition:** 2nd place in Business Simulation Competition; 3rd place in Management Consulting Competition

PROJECTS (more details at github portfolio: https://davinaliang.github.io/)

Humana-Mays Healthcare Analytics 2019 Case Competition: Top 50 out of 460 teams
- Analyzed dataset covering 7 million rows of 4-year medical records for 1,400 patients to identify and label patients who have long-term opioid therapy, and provided recommendations for Humana to make a timely intervention.
- Performed feature engineering from past diagnoses, medical claims and prescriptions; used cross-validation to tune and evaluate multiple models, and eventually choose Light GB model to make predictions, achieving 0.88 AUC score.

Iron Mountain & Pricefx Pricing Case Competition: Second place
- Evaluated the pricing strategy for IRM's recently acquired asset in Los Angeles by conducting a break-even analysis, discovering an opportunity for revenue increase.
- Performed exploratory data analysis by Python to capture the price variance across different markets in the US, identified potential market segmentations, and developed pricing strategies based on different segments.

Food Trend Detection: Interpret Social Media Content by Using Co-occurrence Matrix
- Coverted facebook posts and ingredient data by using word tokenization.
- Created co-occurrence matrix to identify the rise and fall of certain categories of food.

Visual Recognition Between Cat and Dog: A Self-trained Model Based on VGG16 Architecture of CNN
- Preprocessed 25,000 images of dogs and cats and trained a CNN model using keras.
- Achieved an accuracy of 87% on training set and 85% on validation set.

Detect Real Disaster Tweets: A Comparison Between GRU and LSTM
- Vectorized tweet data and embedded vocabulary with pre_trained Word2vec model.
- Built RNN models with Bidirectional LSTM and GRU, and compared the performance with test data.

PROFESSIONAL EXPERIENCE

BMW Mobility Services, Ltd. - Chengdu, China   **Jan. 2019 – Apr. 2019**
Operational & Marketing Intern
- Managed social media accounts to promote company's product, winning two B2B orders for conference rentals.
- Upgraded regular statistical work on daily usage of fuel cards; built a model to control average cost for each fleet and monitored driver behavior patterns.
- Collected raw data from Cockpit database to generate KPI reports and completed marketing research analysis and highlighted results in a PowerPoint presentation to identify key findings.
- Organized driver meetings and negotiated with coordinating vendors resulting in a 10% cost reduction.

Haitong Securities - Shanghai, China   **Apr. 2018 – Aug. 2018**
Assistant Researcher, Summer Intern
- Utilized various specialized tools including Python to improve data-analysis efficiency, saving nearly 50% of processing time without sacrificing data accuracy.
- Collected international flight plans from five most recent years to analyze operating status of individual flights and airports.
- Forecast profit margins of three publicly listed companies by using DCF and DDM models.
- Wrote daily, weekly, and monthly reports summarizing earnings performance for transportation sector and international macro factors including oil prices, tariffs, and foreign policies.

ASSETS & INTERESTS

- **Programming Skills:** Python(Numpy, Pandas, Seaborn, Scikit-learn, TensorFlow), R, SQL, Tableau, JAVA, SPSS, SAS.
- **Machine Learning:** Regressions, Random Forest, SVM, XGBoost, LightGBM, Clustering, NLP, Deep Learning.
- **Language:** Mandarin (native speaker), English (business proficient), Japanese (elementary)
- **International Volunteer:** Ran-Tong Save & Rescue Elephant Centre in Chiang Mai (2018).
- **Hobby:** Violin Performance Diploma (Level 8).