Jinpeng Yang

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Education

Master of Science | Business Analytics   *Expected in 03/2020*

Hult International Business School | San Francisco, CA

- Completed Data Scientist with Python career track courses on DataCamp.
- Coursework: Data analysis with Python, SQL database, Data visualization, Advanced Data Analytics, A/B Test

Master of Science | International Business   *09/2018 - 08/2019*

Hult International Business School | Boston, MA

- Won Hult Business Challenge by developing business plan including product selection criteria and pricing model for Amazon online sales firm Ramora Digital.

Bachelor of Science in Applied Physics & Economics (Double major)   *09/2014 - 06/2018*

Beijing Institute of Technology | Beijing, China

- Coursework: Advanced Mathematics, Linear Algebra, C Language, data structure.

Experience

Web Scraping and Financial Analyst   *2019*

BLDUP. Inc — Boston, MA

- Analyzed the construction data on websites of top 300 architecture companies, wrote python scripts to collect project data and increased data-collecting efficiency by 60%
- Analyzed cost and profits of projects and applied K-means clustering model to make financial decisions, then reported results to investment department.

Experimental Data Analyst   *2017*

Southwestern Institute of Physics — Chen Du, China

- Developed complex algorithm using Python to convert images to sparse matrix resulting in saving 40% of storage space and then reconstructed the original images with more than 80% accuracy.
- Utilized R, Python for data cleaning and visualization, created impactful dashboards in Excel and Tableau for reporting.
- Applied Linear regression model to train experiment parameters, improved experimental accuracy rate by 10% successfully.

Data Analyst and Sales Representative   *2016*

China Daily — Beijing, China

- Scraped news and advertisement from related websites, then managed company website redesign.
- Collaborated with data department to track daily sales data, provided oversight to the daily operations, including data pulls, research assignments, file transfers, data processing and data quality management.
- Organized one team of 6 salesmen to sell magazines with sales revenue of $10,000+.

Skills

Python (Advanced)	JavaScript/jQuery	Tableau
Django	Machine Learning	R
HTML/CSS	SQL	

Certifications

- Charted Financial Analyst (CFA) Level II Passed
- Financial Risk Manager (FRM) Holder

Academic Project

Remora Digital: Data-Driven Amazon Seller   *2019*

Hult International Business School — Cambridge, MA

- Conducted in-depth market research on Amazon, collected and analyzed online market data to track customer trends and habits.
- Started an online store named Remora Digital on Amazon, developed market business plans for brand awareness, then shaped future market strategies for Remora Digital.
- Finished financial statements and financial budget analysis, made financial investment predictions of the initial year for the business plan.
- Expanded core business and forecasted sales revenue for following 5 years. Sales revenue would be $6.72 million in 5 years.

Kaggle Data Analysis Competition

- Won the top 0.4% among 8802 teams (36/8802) on Santander Customer Transaction Prediction competition on Kaggle.
- Applied scatterplots and the correlation analysis between variables to exclude multicollinearity variables, utilized the PCA technique to achieve feature selection.
- Conducted Logistic regression and Random Forest models to predict customer transactions. Split dataset into training set and testing set and utilized the cross-validation method to solve the overfitting effectively.