

Sam Liu

<https://freewill0.github.io> — liujiekun2002@outlook.com — +1(628)-233-4373

Education

- **University of California, Berkeley** Berkeley, CA
Bachelor of Arts in Statistics May 2024

Work Experience

- **Metacubes Inc.** Cupertino, CA
Finance Analyst, Fintech August 2023 – April 2024
 - Created monthly financial data reports on return and chargeback to identify potential risks and fraud in fintech products, collaborating with cross-functional teams to mitigate risks and maintain financial integrity
 - Built an **ETL pipeline** using **DASK** for processing large-scale financial transaction data reducing data processing time by **25%** and improving data availability for real-time analytics, ensuring high-quality data for analysis
 - Conducted in-depth financial risk analysis for C-level executives on profitability reports and policy analysis using **Tableau** and **AWS QuickSight** resulting in a **10%** reduction in decision-making time
- **Bitscale** Cupertino, CA
Business Analyst, E-commerce August 2022 – August 2023
 - Analyzed and filtered high-value e-commerce customer data using **MySQL** and distributed targeted digital coupons based on purchasing behaviors, achieving a **12%** growth in recurring revenue
 - Implemented **4** customized e-commerce dashboards using **Tableau**, **PowerBI**, and **Qlik** delivering critical insights into sales trends, customer behavior, and inventory management for cross-functional teams
 - Generated and maintained a sales performance data update pipeline automating weekly data refreshes and enabling timely business decisions, working closely with sales and operations teams to ensure data accuracy and relevance
 - Led the collection and cleaning of customer purchase data using **ETL processes** and data validation techniques, improving marketing campaign targeting and informing strategic sales decisions
- **Stock Trade Society** San Jose, CA
Finance Analyst, Financial Services January 2021 – June 2022
 - Developed investment strategies and established **2 KPIs** (portfolio growth rate, risk-adjusted return) which improved performance tracking and reduced client acquisition cost by **15%**
 - Conducted **SWOT** and trend analysis on US stock market data, leading to strategic adjustments that improved portfolio performance and client understanding of market dynamics
 - Analyzed new financial products using econometric analysis and regression models providing traders with actionable insights that enhanced trading strategies and increased portfolio returns
- **Baby Tower** San Diego, CA
Market Analyst, E-commerce June 2020 – August 2020
 - Initiated **A/B testing** for various consumer marketing campaigns to analyze user engagement metrics, leading to a **7%** increase in conversion rates
 - Ran **SQL queries** to combine sales and forecast data, and used regression models in **R** to estimate product lifetime values and compare performance with previous product generations, providing actionable insights for product development
 - Collaborated with product development and marketing teams to integrate data insights into product and marketing strategies, enhancing overall campaign effectiveness

Skills & Interests

- **Data Analysis & Modeling:** Proficient in using Python, EXCEL, R for statistical modeling & data visualization
- **Process Improvement:** Proficient in Visio for documenting and optimizing business processes
- **ETL Tools:** Proficient in using CloverETL, SSIS, Airflow, AWS Step function
- **SQL Coding:** Capable of writing and optimizing SQL queries for data extraction, analysis, and reporting
- **AWS Proficiency:** Proficient in using Athena for queries, S3 for storage, and Glue jobs for ETL processing
- **Communication:** Adept at building visualizations and presenting data-driven insights to stakeholders and cross-functional teams
- **Experimental Design:** Experienced in designing and analyzing hypothesis tests and A/B tests to validate business decisions in marketing and product development