

Jie Gao

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SUMMARY

- 5+ years of experience in customer and marketing analysis, data integrity, modeling, and visualization.
- Awarded “Driven of Result” under in 2023 Winter, rated exemplary during the 1st year in Walmart.
- Effective communicator with strong problem-solving skills to drive business impact in a timely manner.
- Creative minded professional with track records of designing user-friendly and fully automated dashboard.

SKILLS

- **Tools:** Database (Oracle, MySQL), Business Intelligence (Tableau), Adobe Analytics, Github, GCP
- **Programming Languages:** R (tidyverse, CausalImpact, BSTS), Python (numpy, pandas, matplotlib, pymc)
- **Techniques:** MMM model, Time Series Analysis, Causal Inference, A/B testing

PROFESSIONAL EXPERIENCE

Walmart

Senior Data Scientist

Hoboken, New Jersey

Sep 2021 – Present

- Developed an in-house **Bayesian Hierarchy MMM** solution to measure the incremental media contribution on driving High Value Action customers.
- Utilized **MMM** to optimize marketing budgets, achieving an average 3% increase in marketing ROI.
- Led and product-ionized a **time-series forecasting projects**, reducing forecasting errors by 20% and increasing refresh frequency.
- Launched a causal inference framework to assess the impact of business strategies on KPIs.
- Designed Tableau dashboards for **ML** product visualization, enhancing decision-making speed.
- Collaborated with cross-functional teams to improve **ETL** performance on complex datasets.
- Partnered with DE, Product, CustomerScience, Media team and Agency to build multiple analytical projects and provide a holistic view of performance of different marketing strategies.

ADT

Data Analyst

Boca Raton, Florida

Jan 2021 - Sep 2021

- Developed a subscription model showcased as an attrition dashboard with segmentation.
- Created automated dashboards for real-time KPI visualization using **Tableau** and **SQL**.
- Proposed a **k-means** clustering model to classify dealers based on acquisition capacity, age, and growth rate.
- Facilitated cross-team cooperation for data quality checks and insights sharing.

EDUCATION

New York University

Master in Econometrics and Quantitative Economics

New York, NY

Sep 2018 - May 2020

- Coursework: Data Bootcamp, Data Mining, Machine Learning, Applied Statistics, Financial Econometrics
- Teaching Assistant/Research Assistant