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

PROFESSIONAL EXPERIENCE

Walmart   **Hoboken, New Jersey**
Senior Data Scientist   ***Sep 2021 – Present***

- Developed and productized an in-house Bayesian Hierarchy MMM solution.
- Utilized MMM to measure, simulate and optimize marketing budgets (estimated 1.9B annually), resulting on average 3% increase in marketing ROI.
- Developed time-series forecasting model to accurately forecast LTA traffic at enterprise, category, and channel levels, leading to a 20% reduction in forecasting errors, and increasing refresh frequency from monthly to weekly.
- Proposed and launched a causal inference framework in the Marketing Team to capture the causal impact of Walmart business strategy on critical KPIs.
- Developed the Tableau dashboards to visualize ML products and unlocked faster decision-making.
- Collaborated with cross-functional teams to optimize ETL performance, accelerating processing times by 5*times and improving the overall efficiency of DS projects.

ADT   **Boca Raton, Florida**
Data Analyst   ***Jan 2021 - Sep 2021***

- Designed and developed the first subscription model showcased as an attrition dashboard with segmentation (customer, dealer and product attributes) and identified best market opportunity with the highest 3-year retention of 70%.
- Developed and created automated dashboards visualizing real-time KPI using Tableau and SQL, and facilitated daily reporting frequency for finance team.
- Proposed an k-mean clustering model to classify dealers in to groups based on features (customer acquisition capacity, age and growth rate).
- Drove cross-team cooperation with the finance, IT, and sales department for data quality check and insights sharing.

EDUCATION

New York University   **New York, NY**
Master *in Econometrics and Quantitative Economics*   ***Sep 2018 - May 2020***

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