

# Jade Cheng

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## EDUCATIONS

### Duke University

*Master of Science in Statistical Science*

Durham, NC

Aug 2025 – May 2027(Expected)

### Communication University of China

*Bachelor of Engineering in Data Science*

Beijing, China

- GPA: 3.80/4.00 Ranking: 10%
- SQL, Python, Data Visualization, Data Engineering, Statistical Modeling

Sep 2021 – June 2025

## TECHNICAL SKILLS

**Programming:** SQL, R, Python (NumPy, Pandas, Scikit-learn)

**Analysis & Statistical:** ETL, EDA, AWS, A/B Testing, Power BI, Tableau, Excel

**Language:** Mandarin (Native), English (Advanced)

**Additional:** Teamwork, Communication, Time-management

## EXPERIENCES

### Cloud-Based Video Games Sales Analytics Dashboard | AWS, PowerBI

Dec 2025 – Jan 2026

- Built an **end-to-end ETL pipeline** using **AWS S3 and Athena**, using **SQL** to support scalable querying and analysis.
- Validated and analyzed key business metrics through **data cleaning and EDA**, using **Excel (VLOOKUP)** to reconcile reference tables, focusing on publisher performance, platform share, and sales trends.
- Connected data and Created interactive **Power BI dashboards** with KPIs and filters to support performance monitoring and data-driven analysis.

### User Behavior Analytics (Tourism Planning) for China Mobile | ETL

Jun 2024 – Jul 2024

*Data Analyst Intern*

Beijing, China

- Conducted an **end-to-end ETL and analytics workflow** using **SQL on Spark/Hadoop** to derive user behavior metrics.
- Computed **DAU/MAU**, visitor volume, travel frequency, and scenic spot rankings through **data cleaning and EDA**, supporting user segmentation and trend identification.
- Built **Power BI dashboards** to deliver actionable insights on holiday travel trends and user profiles, enabling tourism planning and targeted marketing decisions.

### Software Center of the Industrial and Commercial Bank of China

Jun 2023 – Aug 2023

*Data Analyst Intern*

Beijing, China

- Analyzed **12 months** of customer activation, transaction, and app-binding data using **SQL**, identifying behavior patterns among users aged 18–22 and a **130%+ increase** in new card activations during the back-to-school season.
- Performed **data cleaning, segmentation, and exploratory data analysis (EDA)** across JD.com and Meituan, revealing major platform adoption gaps (**70%+ unbound users**) that informed marketing focus.
- Built **Power BI dashboards** to track activation funnels, conversion rates, and channel performance, enabling stakeholders to monitor key metrics through self-service reporting.
- Designed and evaluated **A/B tests** to optimize channel selection and push timing, collaborating cross-functionally to drive an **18% improvement** in overall conversion performance.