Haoran Guo

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EDUCATION

Master of Science in Applied Business Analytics   09/2024 – 05/2026 (Expected)
Boston University, Boston, MA
Courses completed: *Pre-Analytics Laboratory*, *Introduction to R, Business Analytics*, *Operations Management: Business Process Fundamentals*, *Financial Concepts*, *Decision-Making*

Bachelor of Science in Statistics   09/2020 – 06/2024
University of California, Davis, CA
Key Course Modules: Calculus, Statistical Data Science, Game Theory, Nonparametric Statistics, Linear Algebra, Regression Analysis

INTERNSHIP EXPERIENCE

Intern, Marketing Analyst, Nanjing   08/2023 – 09/2023
Nanjing Securities Ltd.
- Received training on the wealth management product portfolio of Nanjing Securities and the regulatory framework of financial technology in China;
- Observed work processes of various financial services, including account management and security trading, and produced user portraits based on the trading behavior and socioeconomic traits (age, gender, occupation, acceptance level of risks, etc.) of 100+ clients;
- Developed an automated pre-selection tool for the marketing team based on the analysis of user portraits so as to recommend more suitable products for target clients, increasing the conversion rate by 5%;
- Presented financial products to target clients with graphs plotted with data visualization tools for better comprehension and made predictions to the margin of different investment portfolios.

Intern, Data Scientist, Remote   06/2023 – 08/2023
Google Inc.
- Familiarized with the application of in-house recommendation systems, the Paddle-embedded usage of NCF algorithm in Python language, and word2vec via the Vector Space Model on TensorFlow;
- Completed the categorization and regression tasks on the datasets of Fashion-MNIST and review.json.gz;
- Built a classifier model independently based on Deep Neural Networks (DNN) and improved the model's data extraction efficiency through preprocessing and algorithm optimization;
- Extracted 500+ frequently used words to complete a sub-feature on Gboard by the application of TF-IDF model on a trained context prediction model after performing Skip-Gram encoding on the text corpus;
- Conducted content authenticity tests for 10% articles of the cluster prior to publication based on the WSDM protocol with the pre-trained model through subsets of the IMDB; achieved 80% precision rate according to the feedback from the manual content moderation team.

SKILLS

Python, R, MATLAB, STATA, Excel, PowerPoint, SQL, AWS, Tableau
Language: Mandarin (Native), English (Fluent)