

JESSICA (WENXIN) GUO

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Green card holder

EDUCATION

University of California, Berkeley

Berkeley, CA

Master of Analytics | Cumulative GPA: 4.00/4.00

August 2024

University of California, Berkeley

Berkeley, CA

B.A. in Data Science | Cumulative GPA: 3.76/4.00

May 2023

PROFESSIONAL EXPERIENCE

Intex Recreation Corp.

Long Beach, CA

Data Analyst

October 2024 - Present

- Led **full-cycle demand forecasting analytics** across multiple models (ARIMA, Prophet, LSTM), performing statistical validation on **millions of transactions** to guide strategic inventory and pricing decisions
- Conducted **causal inference** analysis to quantify promotion-driven demand lift using time-series and regression techniques, delivering actionable insights that reduced overstock risk by **15%** (~\$2.4M annual cost impact)
- Built and optimized scalable **ETL pipelines** in **Python** and **SQL** to automate model training, evaluation, and near-real-time reporting, reducing manual data preparation time by **30%**

Synergies Intelligent Systems, Inc.

Boston, NY

Data Analyst Intern

June 2024 - October 2024

- Applied **YOLOv8** object detection to reduce detection error by **13.3%**, improving audience exposure measurement accuracy by **22%**
- Built an **end-to-end ML pipeline** using **PyTorch** and **OpenCV**, enabling rapid retraining and deployment across multiple devices

Canadian Solar Inc.

Walnut Creek, CA

Data Analyst Intern

May 2023 - July 2023

- Developed **XGBoost** and **Random Forest models** to predict lead time and optimize campaign-level supply chain planning; reduced forecasting error by **15%**
- Built **Power BI dashboards** for campaign performance tracking and scenario modeling, used by analysts and managers for advertiser-style reporting

Gotion Inc.

Fremont, CA

Data Engineer Intern

May 2022 - August 2022

- Built ETL pipeline on **AWS** (S3, Lambda) processing **500k+** daily records
- Designed **Grafana** dashboards for real-time battery data monitoring
- Created **Python** scripts to decode CAN data used in EV telemetry

RESEARCH EXPERIENCE

Personalized Recommendation System (Airbnb-style)

Berkeley, CA

Research Apprentice

January 2024 - May 2024

- Designed and evaluated **A/B experiments** comparing collaborative filtering, content-based, and hybrid recommendation models; used statistical testing to validate **74.9%** improvement in relevance metrics
- Built interactive Dash + Plotly dashboard enabling dynamic user preference tuning and real-time recommendation updates for stakeholder presentations

UC Berkeley Data Science Discovery Program

Berkeley, CA

Research Apprentice

September 2021 - December 2021

- Fine-tuned a **BERT-based** model on feature request data, achieving **88%** accuracy
- Built a lightweight SaaS-style dashboard to surface sentiment trends for product decision-making

SKILLS

Programming & Analysis: Python (Pandas, NumPy, scikit-learn, PyTorch), SQL, R

Statistical Methods: A/B Testing, Hypothesis Testing, Regression Analysis, Time Series (ARIMA, Prophet), Causal Inference

Machine Learning: Tree-based Models (XGBoost, Random Forest), Deep Learning (BERT, CNNs, LSTM), Collaborative Filtering

Data Engineering & Cloud: AWS (S3, Lambda, Redshift), ETL Pipelines, Airflow, dbt

Visualization & Reporting: Tableau, Power BI, Plotly/Dash, Looker-style analytics