

# JESSICA (WENXIN) GUO

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**Green card holder**

## EDUCATION

<b>University of California, Berkeley</b>	Berkeley, CA
<i>Master of Analytics</i>   Cumulative GPA: 4.00/4.00	August 2024
<b>University of California, Berkeley</b>	Berkeley, CA
<i>B.A. in Data Science</i>   Cumulative GPA: 3.76/4.00	May 2023

## PROFESSIONAL EXPERIENCE

<b>Intex Recreation Corp.</b>	Long Beach, CA
<i>Data Analyst</i>	October 2024 - Present
<ul style="list-style-type: none"><li>Developed predictive models leveraging <b>Prophet</b>, <b>Gradient Boosting</b>, and <b>Random Forest</b> to forecast Intex airbed sales at Target, driving strategic decision-making and resource allocation.</li><li>Analyzed weekly POS data to generate performance insights, identifying key drivers of sales fluctuations and informing actionable strategies.</li><li>Automated reporting workflows for weekly POS data and monthly Supplier Business Plan (SBP) using Excel macros, improving process efficiency and accuracy.</li></ul>	
<b>Synergies Intelligent Systems, Inc.</b>	Boston, NY
<i>Data Analyst Intern</i>	June 2024 - October 2024
<ul style="list-style-type: none"><li>Built and preprocessed a dataset from COCO and Open Images v7, focusing on LED screens and reference objects.</li><li>Used <b>YOLOv8</b> for precise object detection, reducing error by 13.3%, and improved area estimation accuracy by 22% using homography and object dimensions.</li></ul>	
<b>Canadian Solar Inc.</b>	Walnut Creek, CA
<i>Data Analyst Intern</i>	May 2023 - July 2023
<ul style="list-style-type: none"><li>Created a custom <b>Excel macro</b>, reducing report preparation time from 8 hours to 1 hour.</li><li>Implemented model validation using <b>Random Forest</b>, <b>XGBoost</b>, etc., in <b>Python</b> to predict average inbound lead time with different storage locations, resulting in a reduction of forecasting errors from 23% to 8%.</li><li>Deployed interactive <b>Power BI</b> dashboards for analysts to compare lead time.</li></ul>	
<b>Gotion Inc.</b>	Fremont, CA
<i>Data Engineer Intern</i>	May 2022 - August 2022
<ul style="list-style-type: none"><li>Created <b>Grafana</b> dashboards for real-time battery data analysis, boosting operational efficiency by 18%.</li><li>Built an <b>AWS</b>-based <b>ETL</b> pipeline processing 500,000+ data points daily, enhancing data management.</li><li>Developed <b>Python</b> solutions to decode <b>CAN</b> (Controller Area Network), used in automotive electronics.</li></ul>	

## RESEARCH EXPERIENCE

<b>UC Berkeley Data Science Discovery Program</b>	Berkeley, CA
<i>Research Apprentice</i>	September 2021 - December 2021
<ul style="list-style-type: none"><li>Collected feature request data and trained a <b>BERT-based NLP</b> model to predict review sentiment with 88% accuracy.</li><li>Developed a <b>SaaS</b> tool to extract actionable insights from feedback, enabling product teams to identify trends in customer satisfaction and prioritize feature development.</li></ul>	

## PROJECT EXPERIENCE

<b>INDENG 243 Analytics Lab</b>	Berkeley, CA
<i>Airbnb Recommendation System Lead Developer</i>	January 2024 - May 2024
<ul style="list-style-type: none"><li>Developed real-time filtering mechanisms to tailor suggestions dynamically based on user data.</li><li>Crafted hybrid <b>recommendation models</b>, blending collaborative and content-based filtering to enhance personalization and accuracy, leading to a 25% improvement in simulated recommendation relevance.</li></ul>	

## SKILLS

**Skills:** Salesforce, Power BI, AWS services (S3) and Lambda,, ML, Deep Learning, NLP, SAS, ETL, Pytorch, TensorFlow  
**Programming:** Python, SQL, Java, R, Scheme  
**Language:** Mandarin Chinese, English