

JAMES HU

San Francisco, CA
(386)-405-4045
contact@lJamesHu.com

 <https://lJamesHu.com/>
 <https://github.com/ljameshu>
 <https://linkedin.com/in/ljameshu/>

EMPLOYMENT

Golden State Warriors

San Francisco, California

Data Scientist

- Architected data infrastructure using Google Cloud Platform and Airflow to automate and standardize data ingestion and distribution of data from 20+ partners across multiple products, supporting a wide variety of business verticals, including the newly formed Golden State Valkyries.
- Optimized and improved retention initiatives of representatives on \$200+ million-dollar season ticket holder base using machine learning techniques.
- Innovated with AI to build tools to automate A/B testing insights, speed up brand communications by 30% using AI agents, and automate analytical insights with an internal AI analyst.
- Developed machine learning infrastructure and models to optimize pricing and sales operations through game pricing, lead scoring, and lifetime value analysis.

SoFi

San Francisco, California

2019 – Present

Data Scientist

- Created core membership data structures and dashboards to track product ownership, attributes, and activity in time series for over 2 million users to understand users across 9 different financial products.
- Established data-driven customer experience system using product NPS surveys via Qualtrics, setting up data pipelines, and building out Tableau dashboards with time series and NLP analysis.
- Worked with business and engineering stakeholders to create centralized KPI infrastructure and dashboards to track hundreds of metrics for financial status, business health, and engineering progress.
- Stood up and maintained automation infrastructure and systems through Airflow and AWS.

Product Madness

San Francisco, California

2017 - 2018

Data Scientist

- Redesigned Tableau infrastructure and ETL processes for user acquisition team to understand and optimize core performance metrics on multi-million dollar monthly user acquisition spend.
- Created predictive revenue model to predict lifetime value with machine learning techniques to optimize user acquisition campaigns and provide signaling to intelligently adjust bids.

Independent Data Science Consulting

San Francisco, California

2017

Data Science Consultant

Galvanize

San Francisco, California

2016

Data Scientist in Residence

Strategic Insight

New York, NY

2014-2015

U.S. Data Research Associate

EDUCATION

New York University - Leonard N. Stern School of Business

New York, NY

2010-2014

Bachelor of Science in Finance and Economics; Minor in Mathematics

SKILLS

Programming Skills: Python (FLAML, scikit-learn, pandas, matplotlib, Airflow, BeautifulSoup, Gensim)
git (GitHub, GitLab), Selenium

Databases: Google BigQuery, Snowflake, Athena (Presto), Amazon Redshift, PostgreSQL, MySQL

Other Technical Skills: Apache Airflow, Google Cloud Platform (Cloud Composer, Storage, Vertex AI),
Tableau, Amazon Web Services (S3, EC2, Sagemaker), Jupyter, Amplitude, LLM AI
(Gemini), Linux, Jekyll