

Mulai Jiang

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EDUCATION BACKGROUND

Honours Bachelor of Science, University of Toronto

Toronto, ON

Double Major in Commerce & Applied Statistics

Sept. 2018-Apr. 2023

Program Content: Probability and Statistics, Statistics with Applied Probability, Surveys, Sampling and Observational Data, Marketing, Business Finance, Accounting and Management Accounting

Technical Skills: SQL, R and Microsoft Office (Word, Excel and PowerPoint)

ACADEMIC EXPERIENCE

Prediction of the Next Global Economic Recession, Individual Work

Apr. 2020

- Screened and cleaned the 20,000 data on economic indexes, set the CPI and unemployment rate as the parameters to establish the statistical model using R
- Checked for omitted variable bias and unequal scatters, and created a residual histogram to confirm normal residual distribution
- Incremented the new variables and conducted the regression test, VIF test and OV test to demonstrate the relationship between a group of variables

Marketing Strategy and Proposal of Zola Wedding Company, Individual Work

Apr. 2020

- Conducted qualitative and quantitative research on Zola Wedding Company and the wedding service industry to summarize its business operation situation and competitive advantage
- Confirmed the business targets and company position based on the differentiation analysis to create the strategic planning and optimum proposal for the business operation in respect of service, price and promotion activities
- Listed the specific action strategy and discussed the budgeting, including budgeting objective, profit view of budgeting, and budgetary slack to increase the feasibility of the marketing strategy

The Research on Factors of Changing Major, Individual Work

Apr. 2020

- Developed the survey questionnaire and conducted a simple random sampling survey to collect sufficient information on investigating students' attitudes toward changing major
- Sorted out the survey records, cleaned raw data using Excel, and manipulated them using R to ensure the data validation
- Built the line regression model and interpreted the correlation coefficient to demonstrate the relation between the variables and the possibility of changing major

WORK EXPERIENCE

Meorient International Exhibition Co Ltd.

Hangzhou, China

Data Analyst Intern at Oversea Marketing Department

Sept. 2021-Nov. 2021

Utilized the statistical techniques, such as Excel, Quip and R, to monitor the performance and conduct a full lifecycle analysis of advertising

- Acquired data from tracking the advertising performance and interpreted the data to demonstrate the regular reports for leaders
- Monitored and administered web analytics dashboards and pointed out key areas of importance in accordance with goals
- Coordinated with clients and provided optimum proposals according to regular data analysis to locate and define new process improvement opportunities
- Evaluated the advertising performance and communicated with team and management on project development, timeline and results to support the adjusting of business

PwC Winter Online PTA Program

Remote

Data Analyst Intern at Information Management Consulting Department

May, 2022-Jul. 2022

- User Value Analysis: Built statistical models to predict the amount of money borrowed by users within each population group; Did data pre-processing and filtered outliers; Learned the general

principle of xgboost model and the calculation method of variable importance, and used xgboost to make prediction in each group of categories, listed the top 3 variables of importance index , top variables are more stable and are listed as the typical group

- High Value Users High Potential User Discovery: Defined high value users using modeling of uncontrollable variables; Built programs and explore populations that were high value but underestimated or underpriced by the model, strategy, and then evaluated program effectiveness.

LEADERSHIP EXPERIENCE

Chinese Undergraduates Association at University of Toronto

Toronto, ON

Director at External Department

Sept.2018-Apr.2020

- Took responsibility for providing two activities from planning and scheduling to developing and implementing based on the needs of participants
- Participated in the regular promotion and performed assessments for every activity to enlarge the influence of the association and optimize the activities planning