JINGJING (OLIVIA) LIANG

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Candidate for **Master of Science in Business Analytics (**Carlson School of Management**)**   May 2020

MINZU UNIVERSITY OF CHINA, Beijing, China
Bachelor of Science (Honors) in Financial Management   June 2019
- Exchange student, University of Minnesota, Minneapolis (Fall 2017)

WORK EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN
Data Science Student Consultant   July 2019 - Present
Client: Fortune 10 Healthcare Company (Deep Learning)
- Facilitated the project as an engagement manager and generated synthetic data that retains statistical similarity and model compatibility using GAN model in Python, which enables PII data sharing and analysis safely and more efficiently.
- Designed methodology for statistical similarity evaluation using KL-divergence measurement and cutting-edge data reduction techniques such as Auto-encoder neural network, PCA, and t-SNE for visualization.

Client: Leading Hospitality and Entertainment Business (Unsupervised Learning)
- Evaluated the effectiveness of ~$1.2B-worth coupons as well as segmented coupon and customer types respectively using clustering method in Python.
- Optimized coupon allocation for different customer segments using Association Rules and visualized results in Power BI.

Client: Mall of America (Exploratory Analytics)
- Created a dashboard transforming unstructured data into a compelling visual story using Tableau to report hourly hotspots in different locations at MOA
- Conducted exploratory analysis on 34K+ call logs in R to uncover calling patterns and factors affecting number of calls, and present insights to business stakeholders to facilitate decision making.

IQIYI, Beijing, China
Data Analyst Intern, User Growth Department   December 2018 - April 2019
- Collected and transformed data in MySQL and crafted periodic statistical reports on user behavior using Python and Power BI
- Performed data anomaly detection in R and Python with well understanding of the pipeline of media marketing channels
- Discovered strategic insights through user segmentation and retention analysis for product and marketing teams
- Managed data demands/projects and communicate analytical findings with various cross-functional stakeholders

DELOITTE, Beijing, China
Risk Analyst Intern   April 2018 - July 2018
- Analyzed investment trends using CAPM and ARIMA models in R, then performed data visualization for reporting.
- Identified cyber security compliance gap, combined multiple Excel files using SQL, and reduced manual effort by 50%
- Presented and communicated findings to project directors and cross-functional senior stakeholders

INDUSTRIAL & COMMERCIAL BACK OF CHINA, Beijing, China
Financial Analyst Intern   June 2017 - August 2017
- Collected data in MySQL and evaluated personal banking data using ARIMA in python and Power BI for dashboard building.
- Evaluated portfolio allocation and performed portfolio optimization using Sharp Ratios and CAPM in python.

DATA SCIENCE PROJECTS

Time Series Forecasting: Conducted feature engineering and built Seq2Seq with LSTM on 296K+ training visit records to forecast the number of visitors on specific date for 150 Restaurants, the result of which ranked within top 20% on Kaggle.

Ad Click Prediction: Performed batch processing and Random Forest modeling with Spark SQL and MLlib on AWS EMR to predict Ads click-through rate on 100 GB relational dataset, then built visualization dashboard using QuickSight.

Natural Language Processing: Tokenized and identified topics and semantics of 400K Amazon mobile phone reviews using LDA topic modeling and TextBlob sentiment analysis in python, then built a dashboard of brand performance in Tableau.

SKILLS

Tools: Python, R, MySQL, Hadoop, Hive, Spark, Tableau, Power BI, AWS, MS Excel, Stata, SPSS
Techniques: Machine Learning, NLP, Data Warehousing, A/B Testing, Descriptive Analysis, Big Data, Data Visualization