

RACHEL SHUYAN WANG

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EDUCATION

Columbia University, Graduate School of Arts and Sciences

New York, NY

M.S. in Quantitative Methods in the Social Science, **Data Science** Focus

Expected February 2015

Relevant Coursework: Statistical Modeling and Data Analysis, Statistical Machine Learning, Data Visualization, Social Network Analysis, Applied Data Mining, Statistical Inference, Quantitative Methods Seminar

Peking University (Top 1 in China), College of Engineering, **Honor Graduate**

Beijing, China

B.S. in **Mechanical Engineering**, GPA 3.7/4.0

May 2013

Dual Degree B.A. in **Economics**, GPA 3.65/4.0

May 2013

University of California, Berkeley, Exchange Student, GPA 3.9/4.0

Berkeley, CA, June 2011

PROFESSIONAL EXPERIENCE

AOL Strategy and Modeling

New York, NY

Data Scientist in Sales Strategy and Operations (Tools: **R, Python, SQL, d3.js**)

May 2014 - August 2014

- Initiated an independent research project on sales opportunities to reveal **key performance metrics** that turn RFP opportunities to deals won, and used Python and R to predict client's future need and sales goals with data of more than 3,000,000 records from Salesforce.com and Kantar on a high level of mathematical aptitude with unique insight
- Integrated and mined massive data from Ad.com, Adap.tv, Tech Crunch, and Huff Post to formulate AOL's **advertisement sales and operations strategy**, applied numerical and textual quantitative analysis using R and Python to make **data-driven decisions** to achieve growth aspirations, created **data visualizations** and dashboards using R and d3.js
- Took a lead role in developing **statistical models**, publishing analysis reports and building internal automatic tools using R, Python, SQL, and JavaScript to help sales monitor patterns and trending of client's advertisement spending

CICC U.S. Securities

New York, NY

Quantitative Analyst (Tools: **Stata, Bloomberg, R, VBA**)

November 2013 - March 2014

- Analyzed 1G+ data from internal database and Bloomberg to find crucial metrics and **build revenue forecast model** of Macy's **strategy of online-offline hybrid business** in transformation and **created KPI dashboard** to visualize the results
- Delivered three **business-intelligence reports** on retail business, robotics industry and online streaming video service, ensured accurate interpretation by combining business acumen with detailed data knowledge and statistical expertise

Accenture

Beijing, China

Quantitative Consultant (Tools: **Stata, VBA**)

November 2013 - March 2014

- Participated in a technical consulting project for IT transformation of the Biggest Post and Logistics Enterprise of China, including the re-design of database infrastructure, data warehouse, operations, and enterprise resource planning
- Presented a 200-slide strategic plan with client CEO, massive numerical analysis and data visualization included

RELEVANT EXPERIENCE

Predicting Yelp Review's Popularity by Extracting Subtopics (Tools: **R, Python**)

June 2014 – January 2015

- Mined *Yelp Dataset Challenge* data (over 1,000,000 records) to predict if a Yelp review is potentially popular (with human annotator's upvotes) and create an automatic **recommendation system** of good reviews to encourage user engagement by applying LDA (Latent Dirichlet Allocation) and other **topic modeling** methods and time series model

Twitter, Facebook and Media Sentiment Analysis (Tools: **R, Python, Gephi, D3, Shiny**)

January 2014 – May 2014

- Finished the project with over 1,000 lines of R code to **clean, analyze, and visualize** more than 2G of json text data, finding trends of people's political sentiment and its interaction with media release using topic modeling methods
- Applied d3.js, Gephi, Manyeyes, Google maps, Shiny, word cloud, heat map to implement varied data visualization

LEADERSHIP AND HONORS

Columbia University, Social Chair of Graduate Student Advisory Council

New York, NY

- Organized social events including ski trips, boat cruise, wine tasting, poker nights and monthly mixers covering 20,000 graduate students to **encourage communication** of Columbia's domestic and international graduate students

Stanford University, Science and Technology Leadership Association Forum

Palo Alto, CA

- International Technology Innovation Design Champion in Sustainable Housing Model Contest

August 2011

SKILLS AND INTERESTS

Programming: R, Python, C, SAS, Stata, SQL, HTML, Bloomberg, JavaScript **Language:** English and Mandarin

Interests: Ultimate Frisbee, Fingerstyle Guitar, Science Fiction, Squash, AC Milan Fan, Texas Poker