

# 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 Inc.**

New York, NY

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

May 2014 - August 2014

- Identified meaningful insights by integrating, consolidating and mining massive diverse data from Ad.com, Adap.tv, Tech Crunch, and Huff Post to formulate **ad sales and operations strategy**, make **data-driven decisions** to optimize ads quality and returns, publish business intelligence reports and create interactive **data visualizations** and dashboards
- Researched new ways to model client spending patterns by numerical and textual quantitative analysis on sales opportunity history of over **3,000,000 records** from Salesforce.com and Kantar to reveal **key metrics** that win RFPs
- Communicated with product, sales and operations teams to identify questions for data analysis and helped build internal automated processes using R, Python, SQL, and JavaScript to help sellers monitor client purchases

**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 upon its new online-offline hybrid business strategy 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 Inc.**

Beijing, China

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

November 2012 - March 2013

- Participated in a technical consulting project for IT transformation of the biggest post and logistics enterprise of China, including the redesign 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 **1,100,000 records**) to predict if a Yelp review is potentially popular (with upvotes of human annotator) and create an automatic **recommendation system** of good reviews by applying LDA (Latent Dirichlet Allocation) and other **topic modeling** methods and **time series** model to encourage user engagement

**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, digging 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 among graduate students and improve Columbia's quality of life

**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:** Mandarin

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