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 Sciences, **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

Peking University (Top 1 in China) — Beijing, China
B.S. **with Honors** 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 on **ad sales and operations strategy** by integrating and mining massive data from Ad.com, Adap.tv, Tech Crunch, and Huff Post, made **data-driven decisions** to optimize ads quality and returns, and created interactive **data visualizations** and dashboards
- Researched new ways to model client spending patterns and reveal **key metrics** by numerical and textual quantitative analysis on sales opportunity history of over **3,000,000 records** from Salesforce.com and Kantar
- Communicated with sales and operations teams to identify questions 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**
- Delivered **business-intelligence reports** on retail, robotics industry and online streaming 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 designing database infrastructure, data warehouse, operations, and enterprise resource planning

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 review will be popular and create an **recommendation system** by applying LDA and other **topic modeling** methods to encourage user engagement

Twitter, Facebook and Media Sentiment Analysis (Tools: **R, Python, Gephi, D3, Shiny)** January 2014 - May 2014

- Wrote 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 interaction with media release using topic modeling methods
- Applied d3.js, Gephi, Manyeyes, Google maps, Shiny, word cloud, heat map to implement 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** grad students to encourage communication among grad 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