

Shuang Du

9848109076 | isreneds@gmail.com | <https://www.linkedin.com/in/shuangdu08/> | Chapel Hill, NC

EDUCATION

University of North Carolina at Chapel Hill, United States

Master of Science in Information Science

Sichuan University, China

Bachelor of Economics in Finance

Exchange Program-University of New Mexico, United States (2018-2019, GPA 3.96/4)

Expected May 2023

Graduated June 2020

PROFESSIONAL EXPERIENCE

Data Quality Analyst Intern | Bank of Montreal Financial Group

May - Jul 2021

- Took the initiative to use **SQL Server** in assembling complex, multivariate datasets from both structured and unstructured sources, facilitated the process of data cleaning and analysis, increased 67% operational effectiveness and efficiency, produced visualization reports using **R** and **Tableau**;
- Participated in alignment between analytics, business, and technical sides to identify and resolve issues related to AML regulatory compliance and potential credit risk exposures

Data Analyst Intern | Deloitte

Jan - Apr 2021

- Actively engaged with the audit team and clients to create visually impactful dashboards in **Tableau** and **R**, presented the insight report to both the technical and non-technical data users;
- Quantified potential risks and advise clients on complex business problems by interpreting large data sets using statistical methods and technical tools (**regression analysis**, **logistic model**, **correlation analysis**);
- Extracted, interpreted and analyzed data to identify key metrics and transform raw data into actionable information, used **Python** and **Excel VBA** to clean and gather relevant data, also used **Python** and **MATLAB** in statistical analysis and model testing;

Market Growth Analyst | Hiredtual

Aug - Dec 2020

- Analyzed customer trends to help drive the future adoption of products and collaborated with key stakeholders to develop marketing strategies, customer retention rate improved from 10% to 38% in 1 month;
- Conducted **A/B Test** on new released product, summarized analyses from feedbacks and presented findings at weekly meetings;
- Sent 2000+ emails to potential users using email campaigns, conversion rate up to 20%; used email management tools and social engagement tools such as Hiredtual AI Sourcing, Pipedrive CRM, JSON, Zapier, Mixmax, ActiveCampaign to develop B2B markets

Sales Data Analyst, Part-time Intern | China Pacific Insurance Company

May - Nov 2019

- Used **MySQL** to manage massive company database, measured seasonal sales performances based on collected market data and historical transaction data, prepared forecasts using regression models, visualized the statistical results through **PowerBI**; presented reports on weekly meetings;
- Deeply involved in marketing research for publishing one new insurance product, performed research on marketplace and market trends

RELEVANT PROJECTS

Machine Learning Project – Fake Reviews Detection with Yelp Dataset

Aug 2021 – Sep 2021

- Utilized **Python** for web scraping, Dataset cleaning; Used **R** programming with overfitting problems and model testing
- Performed feature engineering using Unigram and Bigram models, specified the fake review words pattern with Bag of Words Model and Naïve Bayes Classification
- Applied **learning algorithms** including Logistic Regression, Linear Discriminant Analysis, Multinomial Naïve Bayes, Support Vector Machines (SVM), Neural Network model to improve prediction performance, NN model worked best, AUC(83%), F1(82%)
- (**Python**| **scikit-learn**, **beautiful soup**, **pandas**, **seaborn**)

Python project - Machine learning based electric leakage detection and protection

Sep – Dec 2019

- Acquired data from PD View3 software and made primary classification based on data types; Simulated samples for further analysis with statistical models such as Normal distribution, Gamma-distribution and T-distribution;
- Coded in Python to apply statistical models, such as Markov Model in data sampling and model testing;
- Successfully completed the program, which can automatically detect voltage level and make protections at the risk of leakage

SKILLS

Data Analytics & Visualization

Tableau, R (tidyverse, dplyr, ggplot2), Python (scikit-learn, beautiful soup, pandas, NumPy, SciPy, seaborn, matplotlib), Matlab, Stata, PowerBI

Programming & Database

SQL, Python, R, Docker, Git

Others

Email Management & Automation Tools (ActiveCampaign, Zapier, CRM), Financial Statement Analysis, Microsoft Office Suite