Ruqi Zheng

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# WORK EXPERIENCE

**Liveramp Ltd.** Jan 2022 – Now

*London, UK*

### Data scientist & Entertainment Measurement Lead

* Own the A/B test Measurement methodologies and lead end-to-end analytical product development to evaluate the effectiveness of marketing campaigns and product features across social media platforms (TikTok, Meta, Snap, etc.).
* Developed tailored analytical reports with statistical or ML models (multi-touch attribution, PU classification, etc) to uncover user shopping patterns, customer LTV and creative effectiveness, helping clients reallocate marketing budget and achieve double-digit incrementality gains
* Collaborated with team members to automate recurring daily tasks (data QC, config generation, deck generation processes) using Python and Google API, reducing manual errors and cutting report turnaround time by 40%
* Mentored two junior data scientists in executing A/B test in BigQuery using SQL, guiding them through measurement incrementality/ iROAS delivery and supporting client-facing presentation of the results
* Partnered with social media clients to define their ambiguous business problems, assisting in presenting our data-driven insights to their Retailer clients (Mars, Coke, etc.) or Movie Studio clients (Warner bros, Sony, etc.) and providing guidance in targeting audience more effectively
* Led cross-functional collaboration with data engineers to design and implement scalable data pipelines, airflow DAGs and Cloud Functions in GCP, significantly improving data acquisition efficiency from clients.

**Legal and General Investment Management Ltd.** Mar 2020 – Jan 2022

### Graduate Data Analyst London, UK

* Implemented and maintained models using PySpark to detect suspicious patterns and anomalies in financial transactions, enhancing regulatory compliance and mitigating risks for the trading desk.
* Worked cross-functionally with teams from various departments to establish clear analytical objectives and key performance metrics, ensuring alignment with business goals.
* Translated complex analytical insights into actionable recommendations for non-technical stakeholders, facilitating data-driven decision-making and strategic alignment.

**Carnival UK Limited** Jun 2019 – Sep 2019

### Intern Data Scientist, Revenue Science Team Southampton, UK

* Developed ML models (XGBoost, CatBoost, etc.) to quantify the impact of customer satisfaction on onboard revenue, improving revenue forecasting and optimising marketing strategies based on data-driven insights.
* Conducted in-depth analysis of demographic factors such as age, location, and family status to assess their influence on onboard revenue, improving data-driven decision-making.
* Created data visualisations to convey key insights, enabling stakeholders to refine business strategies with data-driven decisions.

# EDUCATION

**University of Southampton** Sep 2018 – Sep 2019

### MSc Data and Decision Analytics Southampton, UK

* Result Obtained: 70%
* Relevant Subjects: Introduction to Python(98%), Statistical Computing for Data Scientists (81%), Stochastic OR Methods for Data Scientists (74%), Computer-based statistical modelling (74%).
* Awarded Dean’s List due to excellent academic performance (2019).

**Shandong University of Finance and Economics** Sep 2011 – Jun 2015

### BSc Financial Engineering Shandong, China

* Result Obtained: 83.5%
* Relevant Modules: Financial Modelling (87%), Financial Engineering (86%), Multivariate Statistical Analysis (81%).
* Awarded First-Tier Scholarship for Academic Excellence (2015), Second-tier Scholarship for Academic Excellence (2013, 2014).

# ADDITIONAL SKILLS

* Technical Skills: Python, SQL, Tableau, Git, Bash, GCP, BigQuery
* Languages: Mandarin (Native), English (Fluent).