

DISCLAIMER

- The data presented here is for illustrative purposes only, showcasing data analysis methods and techniques.
- All projects were either personally executed by me or led by my team under my direction.
- None of the data structures or analytical conclusions should be interpreted as factual representations of Alibaba or any other organization.

My Journey with Data- From Foundations to Insights



Senior Business Analyst

Data → Insight

- 1. Behavior Pattern Insights
- 2. Top Brands' Market Expansion
- 3. Marketplace Sales Growth

Technical Product Manager

Data → Assert

- 1. Loan product for SMEs
- 2. Data Center for Tmall Selected
- 3. Lottery online

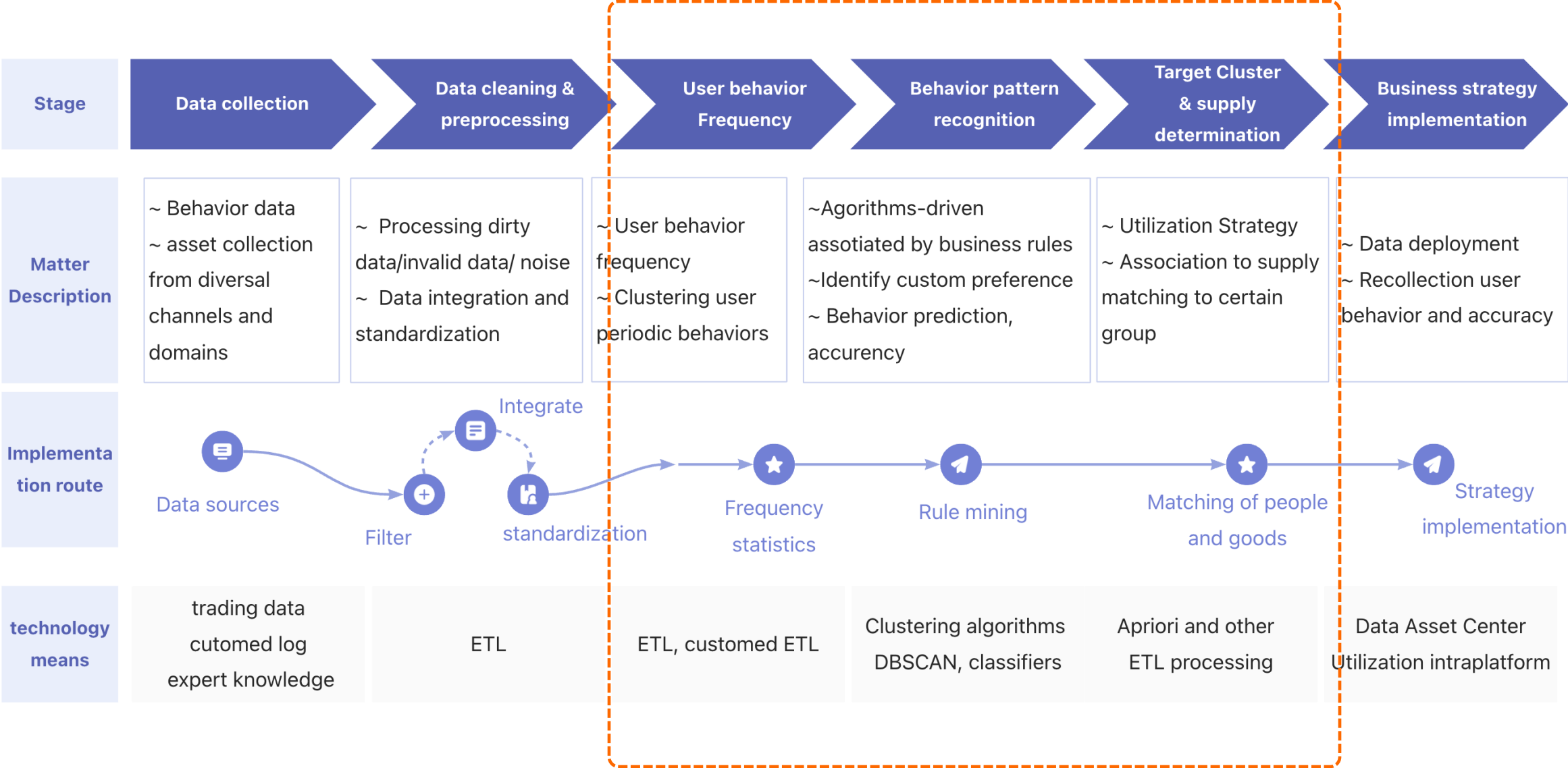
Performance Testing Engineer

Data → Backdrop

- 1. Performance Testing
- 2. Multi Team Collaboration
- 3. Risk management



Behavior Pattern - Leveraged big data and ML to identifying behavior patterns



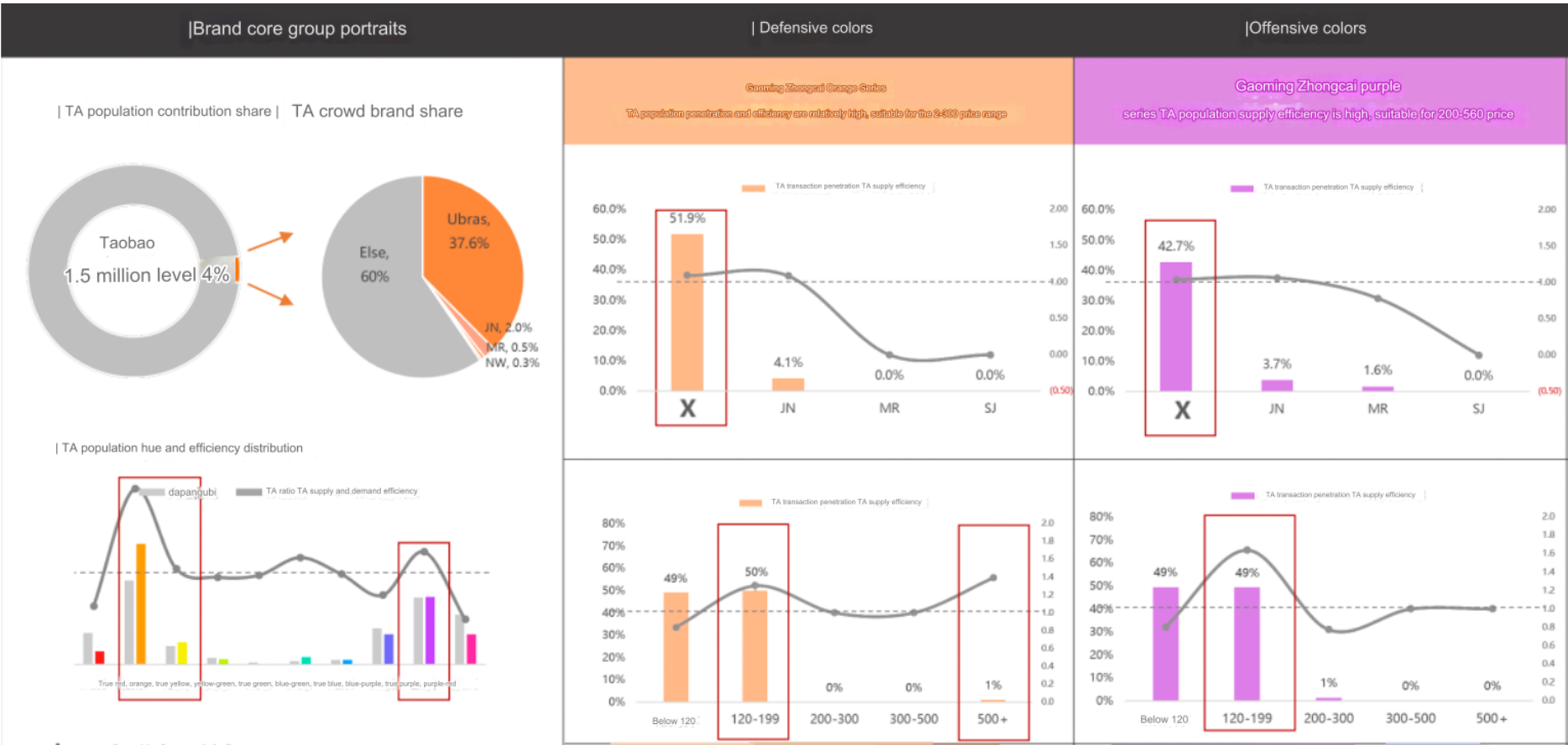
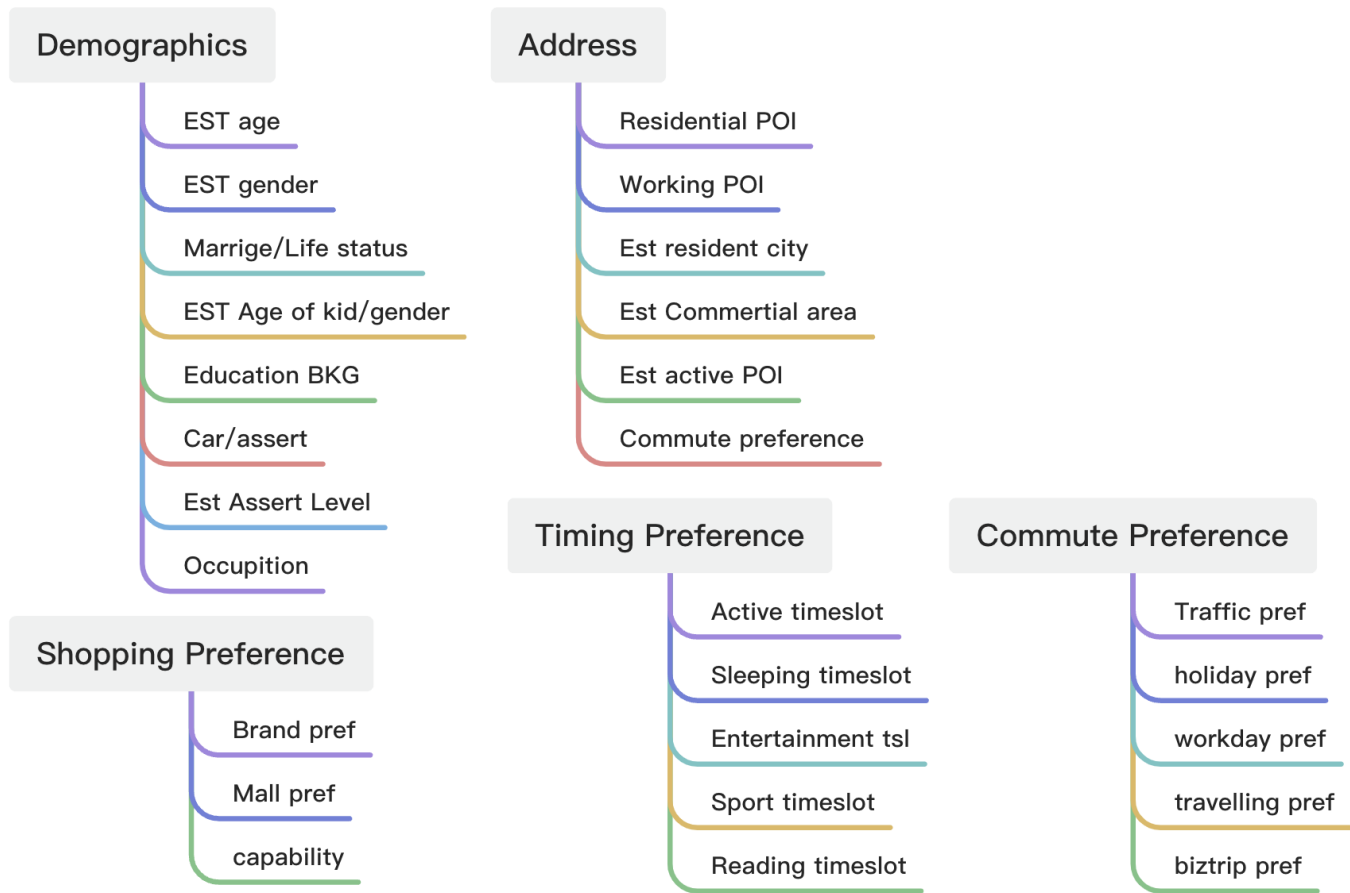
- Business-driven clustering and segmentation of target customers
- Periodic user behavior in long and short-term Preferences
- Behavior Reasoning
- Behavioral forecasting.

*My Roles
in the Roadmap*

Behavior Pattern - developing highly targeted marketing strategies

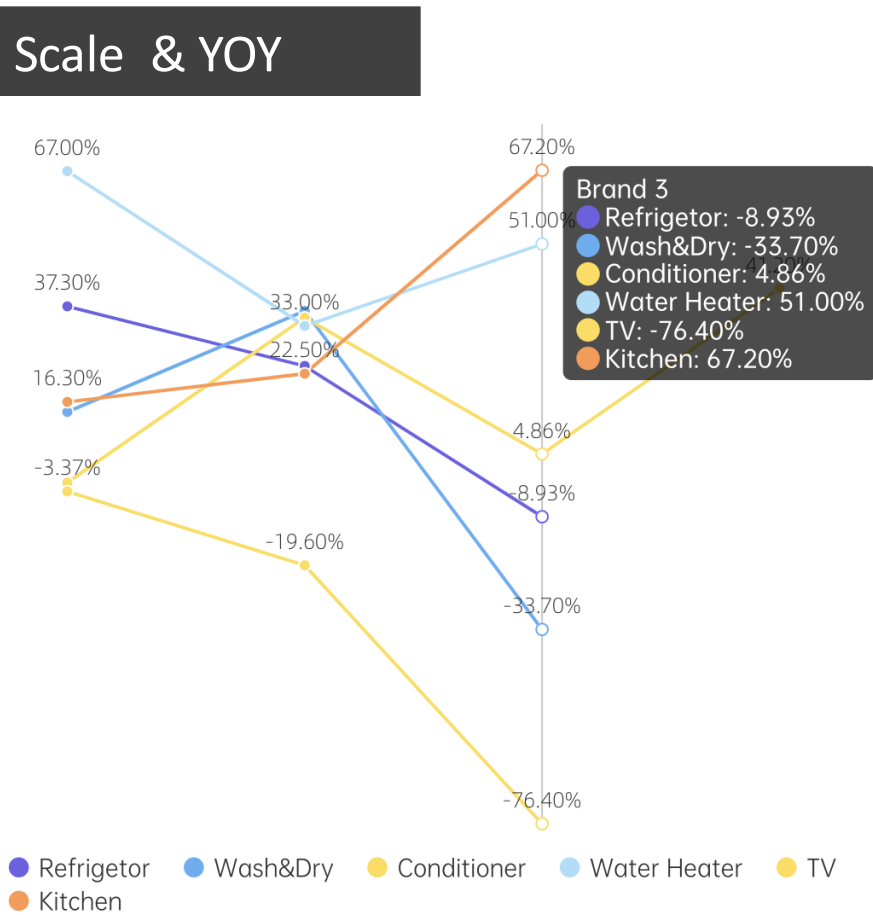
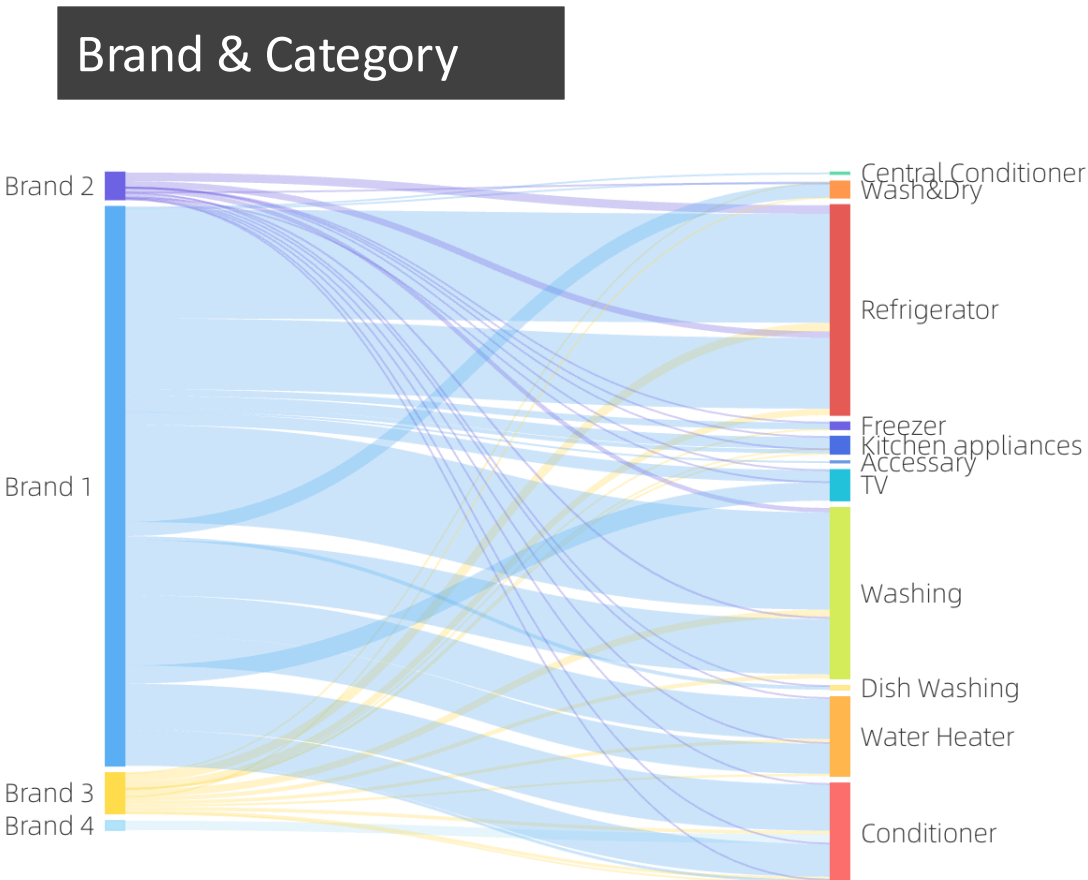
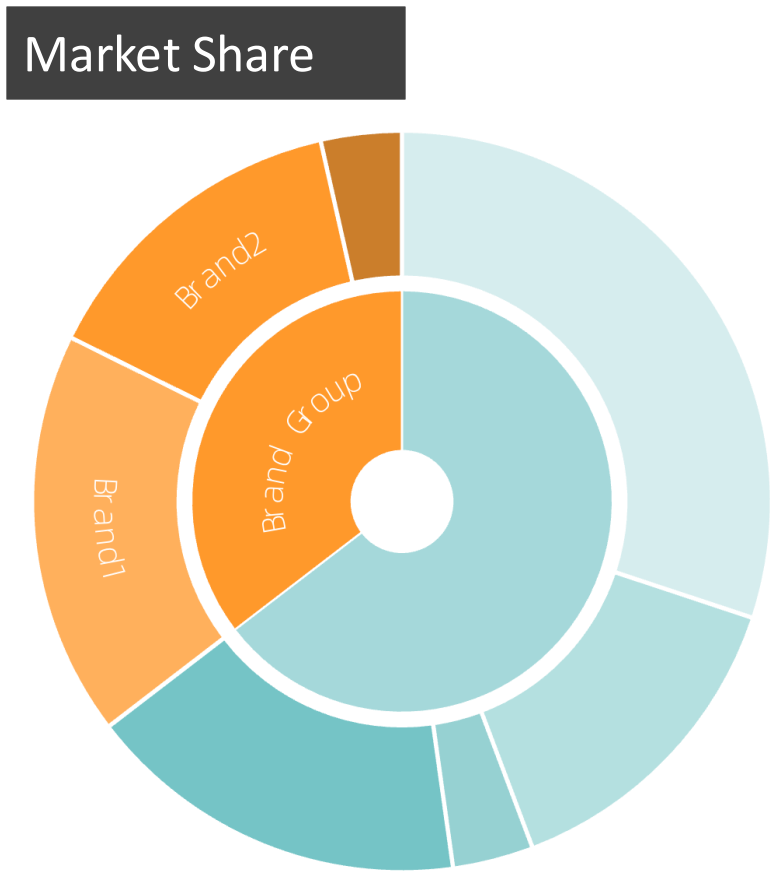
EST label Sys

- In the project below, I identified **key correlations between color preferences and SKU selections**, empowering clients to make data-driven decisions that successfully informed new product launch



Top Brands' Market Expansion - Scale, Composition and Trend

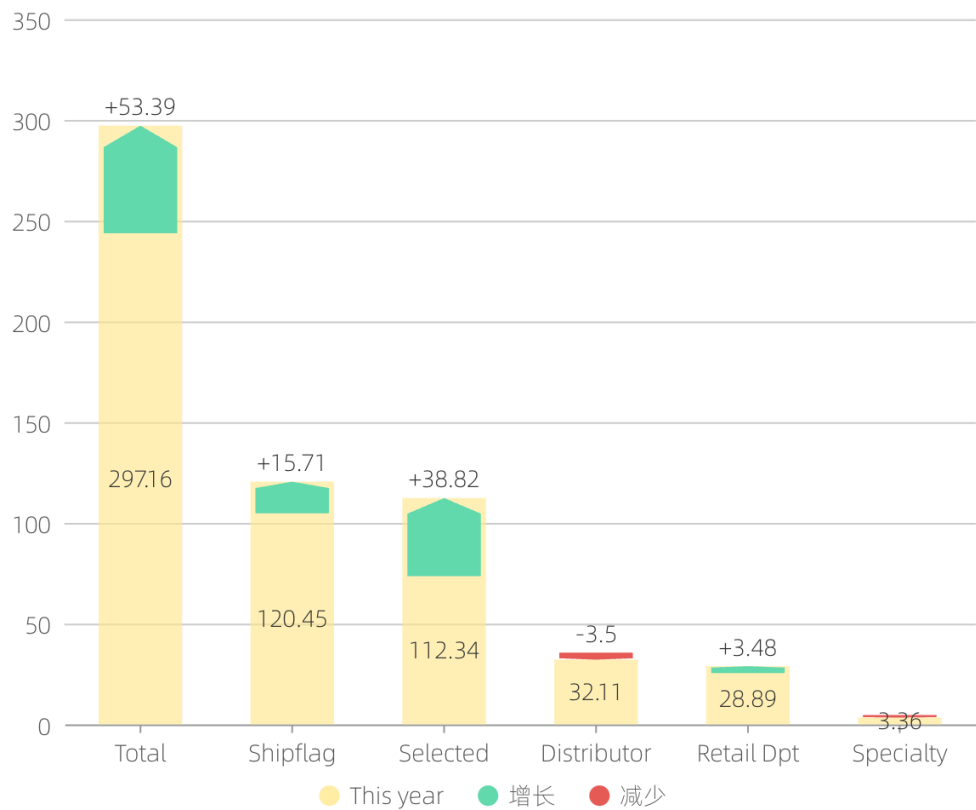
- Developed innovative strategies for top global brands like Apple, Dyson, and Haier, driving successful market expansion and entry into new customer segments.



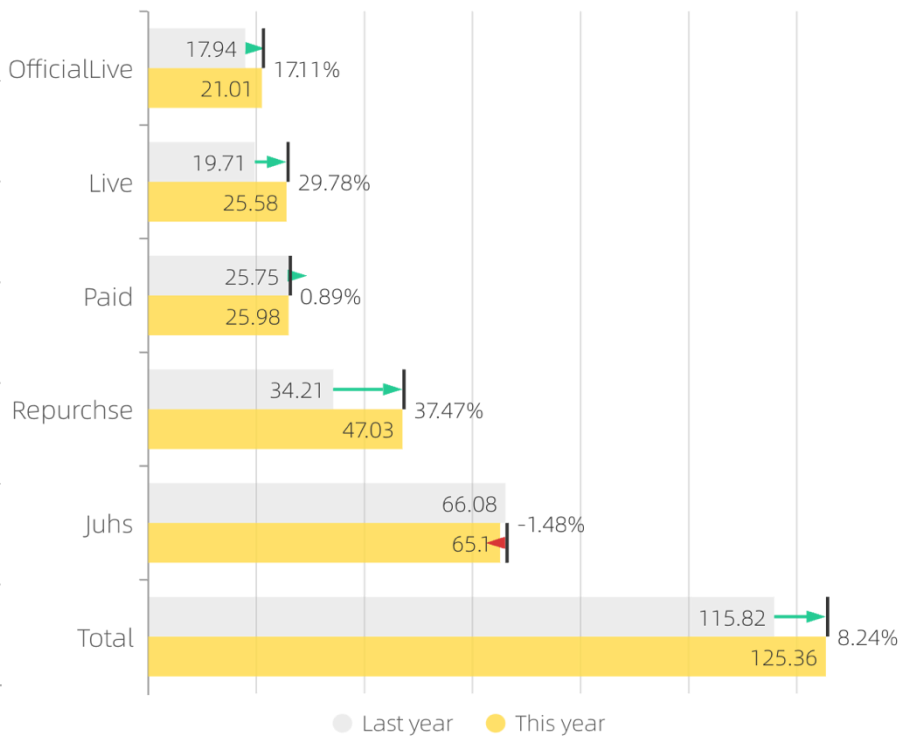
Top Brands' Market Expansion – Reasoning , Planning and Forecasting

- Assess the performance of channels, marketplaces, and sellers, identifying factors driving increases or declines.
- Develop feasible plans to expand potential customers within target groups and coordinate promotional schedules with clients.

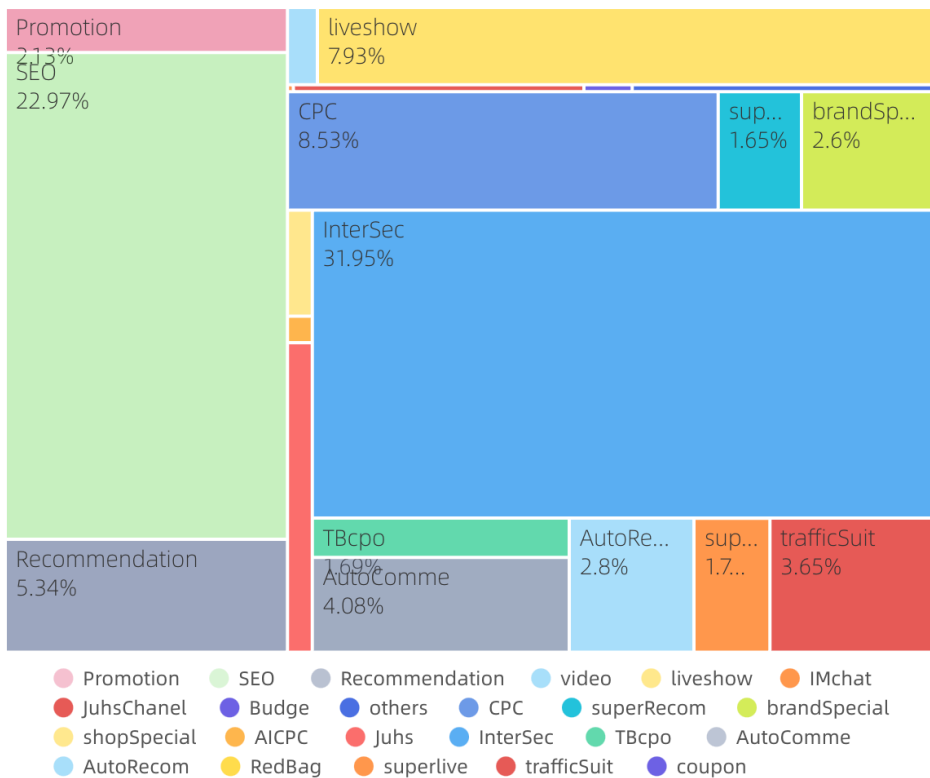
Channel- Driven



Marketplace - Driven



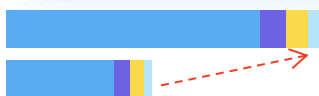
Traffic - Driven



Marketplace Sales Growth – Bold Planning, Tight Execution

*** Group
GMV *.8 billion, targeted YoY
23%

Brands



Extra
31bill

Main Brand

2**\$/YOY20%

▲ 75%

SubBrand
for premium

▲ 20%

SubBrand for
Young YOY-14%

▲ 150%

SubBrand for
budget

▲ 18%

Categories

Refridger

33%/YOY15%

Traditional YOY-9%,
Driven by Brand

▲ 82%

Washing

29%/YOY20%

Boosting overly, but
traditional suits need

▲ 86%

Kitchen App

16%/YOY2%

All increase with potent

▲ 10%

Conditioner

17%/28%

Driven by Main Brand

▲ 18%

TV

5.2%/YOY-24%

B1-19%/B3-76%/B2-3%

▲ 5%

Design on Demand

Freezer

Budget
Mid-t
High-t

Main
Brand

Medio
Tribe

Make
scene

Extra
3billi

Wash

Breakthr
ough
Mid-t

Brand2/
Main Brand

Market
share

Wash
dry

Extra
3billi

Conditioner

Market
offline

Brand4

Select
ed

budge
t

Extra
3billi

Kitchen

Cata
Explore

Leader/统帅

模式

布局

Extra
5billi

Channels

Flagship

41%/YOY8%

Customer insight, Mindset
leader, Cata structure

▲ 9%

Selected

38%/YOY50%

End-end category, channels

▲ 15%

Exclusive Store

11%/-12%

Sales teamwork, offline

▲ 50%

Franchise Store

10%/12%

Diversity of requirements

▲ 62%

Three-WING

OFF-ON line specialty

▲

Platform Policy

Joint Business Plan

group-wide commission
discount program

▼ 0.3pt

Global in Alibaba

targeted support,
enhance merchant ROI
for core exclusive stores

▲ 15%

Joint Merchat Plan

Strengthen the effectiveness
aligning budget investment
with scale growth

▲ 60%

Reservation for Marketing

collaborative campus plan

▲

Marketplace Sales Growth – Data Work across the Big Promotion

Planning Phase

- Establish clear guidelines and feasible plans
- Optimize resource strategies

Pre-launch Phase

- Refine resource strategies
- Secure vendor resources

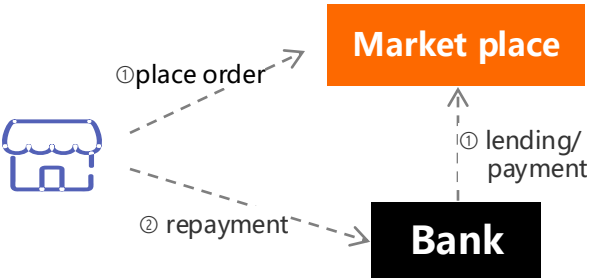
Warm-up and Main Course

- Monitor progress and provide early warnings
- Track resource efficiency
- Implement well-structured plans

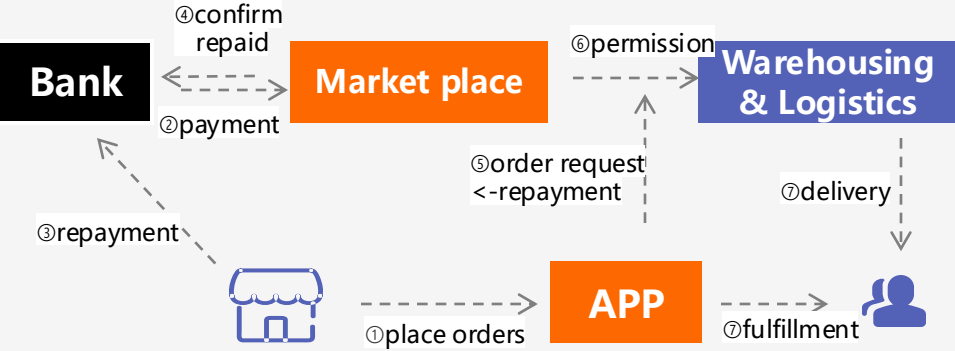
Campaign Planning	Setup	Pre-promotion	Main Course	Post-Sale	REVIEW
Overall strategies	Vendor Selection & Product Choices	Data Monitoring and Analysis	Real-Time Data Monitoring	Logistics/Service Performance	Data review
Establish the data project team	Building the Data Analysis Framework	Ensure data reliability	Traffic control Mechanism	Event Summary	Business/project review
Biz Requirement Discussions	Define Index set& Product Solutions	Real-Time Data Monitoring	fast data responses		
Sales Forecast and KPI	Technical Pain Points and Risk	fast data responses	horse racing swapping plan		
Traffic Forecast and Allocation			coordination to warning system		

Loan product for SMEs- Led the fintech loan product for SMEs

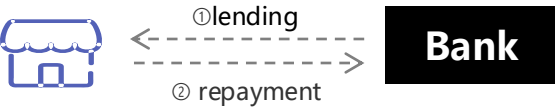
Directed expenditure



SMEs supply chain finance



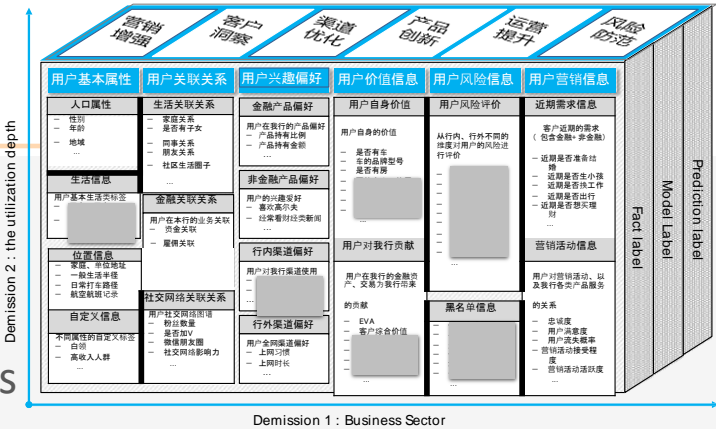
Credit loan



- a loan product that addressed data sparsity by creating a dynamic credit function for borrowers by heterogeneous data

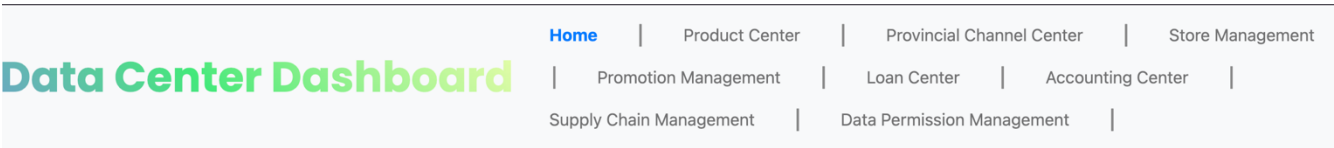
- I led the key process, coordinating groups like Ant Finance, Alibaba Cloud, Cainiao Network, and commercial banks. By leveraging online data to enhance credit assessments and implement dynamic credit control, we developed a cutting-edge loan solution tailored for SMEs

- This innovation resulted in \$1.2 billion in loan volume in the first year, growing to \$*.3 billion in the second, with a bad debt ratio consistently below 3.2%.

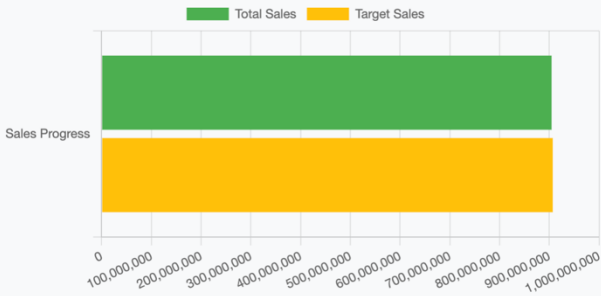


Data Center for Tmall Selected – Product Architect and Hands on Leader

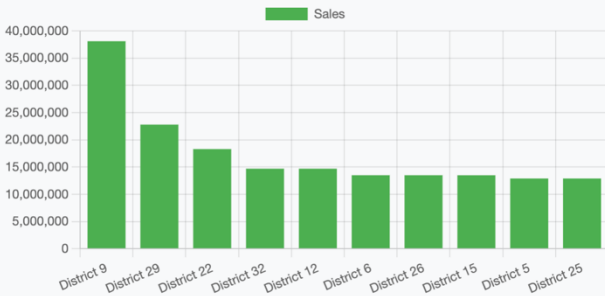
- Comprehensive dashboards for individual departments, enabling data-driven decisions and performance assessment.
- Demoes are available in GitLab, and welcome to drop by: <https://github.com/SamanthaSmiling>



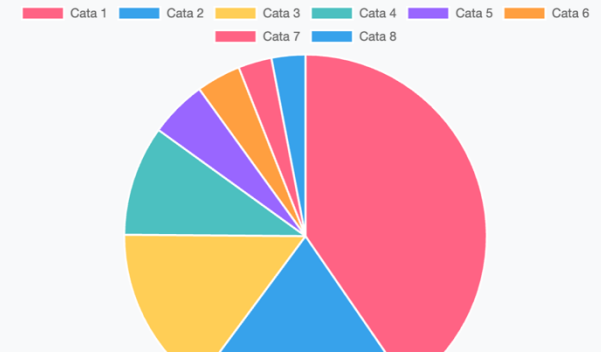
Real-time Sales Progress



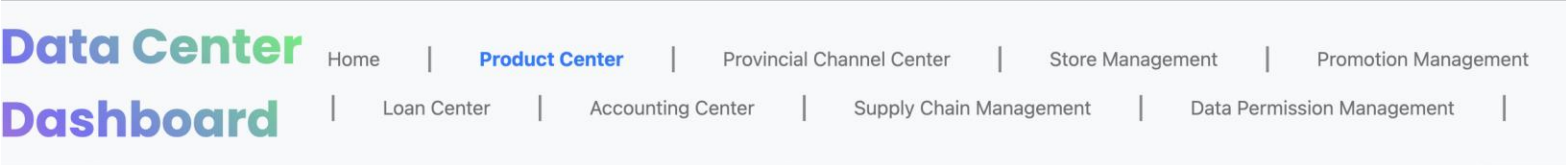
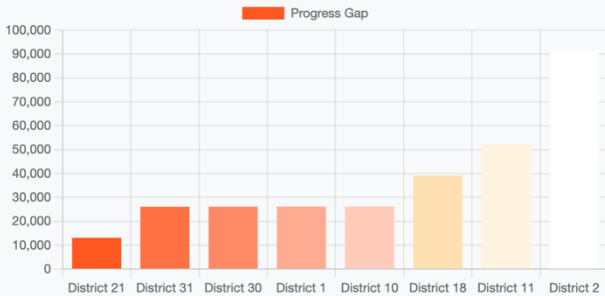
Top 10 Provincial Sales



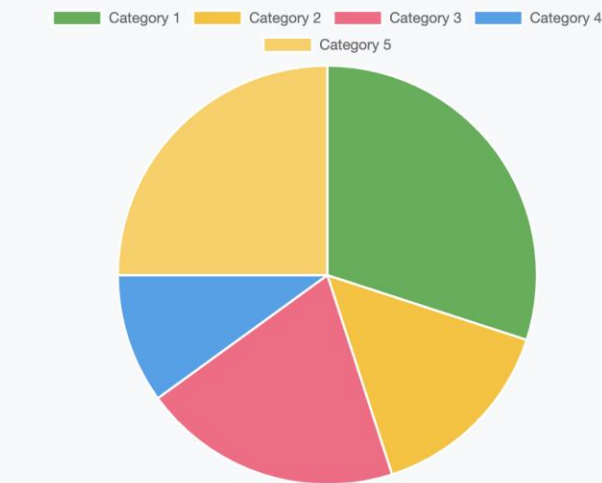
Transaction Category Structure



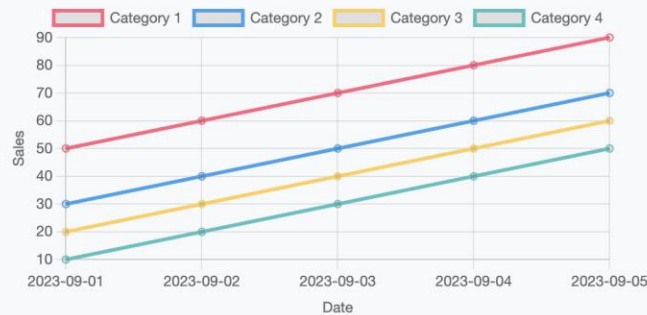
Progress Gap Diagnosis



Product Structure Distribution



30-Day Transaction Trends by Category



Product Aggregation Table

Product	Category	Brand	Current Stock	30-Day Sales	90-Day Sales	Hot Product
Product 1	Category 1	Brand A	100	50	150	Yes

Having travelled so far with data,
I am still passionate about it and determined to get more,
transforming data into actionable insights.

If you're also interested in data or want to dive more,
welcome to reach out !

Thank you for you time!
Looking forward to chat further

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