Liu Mingchang

Analyst - Revenue Management Solutions

- Email me on Indeed: http://www.indeed.com/r/Liu-Mingchang/3ec315814fa93117

Work Experience

Analyst

Revenue Management Solutions
April 2018 to Present

Develop and deploy web scrapers using software such as BeautifulSoup, Selenium, and Requests in Python to collect external data. Fully automate data collecting and cleaning processes using Python and Microsoft SQL
Server. Create and maintain the database/tables that host all the external data.
• Data cleaning and maintenance of data integrity on a regular basis in SQL Server. Discover, investigate and resolve
any data issues if required.
• Conduct data analysis and research based on client's requests and business questions. Work closely with clients and help them with their concerns and questions about their businesses.
• Improve current time series forecasting model.

Data Scientist Intern

K Wizdom (Optimate)
September 2017 to February 2018

By using R programming language and Python, investigated behaviors of ad users and advertisers and discover the dynamic changes and patterns of related factors such as the cost, average position, and bidding price of advertising
campaign keywords
• Developed dynamic and automated algorithms and strategies that optimize the performance while minimizing the cost of advertising campaigns on Google AdWords using Python
• The algorithm and strategies have improved the overall performance of advertising campaign on Google AdWords by 70% - 80%

Data Analyst Intern

Witmart
May 2017 to August 2017

Retrieved data from the database and compiled multiple datasets using SQL and R programming language on a
regular basis to assist the Business Analytics team and the marketing team
• Produced traffic monitoring report for the Management on a daily basis using Microsoft Excel
• Assisted in cleaning data and building algorithms to produce semi-annual revenue report for the management using
SQL, R and Microsoft Excel
• Prepared and processed raw datasets on a daily basis using SQL and R to support product development teams,
market

analysis teams, risk management division and data science team

Education

Master of Science in Statistics
National University of Singapore
August 2018 to Present

Bachelor of Science in Statistics
National University of Singapore
August 2014 to June 2018

Skills

STATISTICS (2 years), PYTHON (2 years), SQL (1 year), MS SQL SERVER (1 year), SQL SERVER (1 year)

Additional Information

PRIMARY TECHNICAL SKILLS
• Microsoft SQL Server: extensively used at work; 1+ years of experience.
• Python: extensively used at work; 2+ years of experience.
• R: extensively used in graduate/undergraduate studies; 4+ years of experience.
• Keras/TensorFlow: built basic neural nets in deep learning courses/data science challenges; 1year
experience.
• PyTorch: built basic neural nets in data science challenges; less than 1year experience
• Statistics: holding a bachelor's degree in Statistics, currently pursuing master's degree in Statistics
• Machine learning/deep learning: various courses taken; basic concepts applied in graduate/
undergraduate studies
and data science challenges
• Other Python packages with 1+ years of experience: requests, selenium, BeautifulSoup, scikit-learn,
pandas,
numpy

QUALIFICATIONS/CERTIFICATIONS
• Neural Networks and Deep Learning (Coursera, May 2018)
• Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization
(Coursera, May 2018)
• Structuring Machine Learning Projects (Coursera, Jun 2018)
• Sequence Models (Coursera, Jun 2018)
• Convolutional Neural Networks (Coursera, Jun 2018)
• Machine Learning Foundations: A Case Study Approach (Coursera, Aug 2018)
• Machine Learning: Regression (Coursera, Sep 2018)
• Probabilistic Graphical Models 1: Representation (Coursera, Jan 2019)
• Probabilistic Graphical Models 2: Inference (Coursera, Jun 2019)