

Jiaxuan 'Jianna' Wang

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Experience

Moyi Tech, -- Business Analyst, Part-Time; New York City, NY (Alteryx, SQL, Python, R) January 2021 - Present

- Extracted 2 GB+ of online retail data with HubSpot, Amazon-Price API, Google Analytics and created ETL pipeline in Python.
- Analyzed key factors that influenced user spending/experience, including customer demographics/ behavior with Logistic Regression. And forecasted user spending with Random Forest, SVM, evaluated model performance with Cross-Validation.
- Segmented Customers with KMeans in Python and adjusted marketing strategies for each segmentation, improved profits by 12%.
- Monitored KPI performance with Logistic Regression and prepared monthly KPI presentations with business insights via Tableau.

Eric Adams 2021, -- Data Analyst, Intern; New York City, NY October 2020 - May 2021

- Developed the automated ETL pipeline to link with databases for 15 GB+ public datasets via PostgreSQL, saved 30% labor cost.
- Engineered 100k community data and extracted 15+ usable features including demographics, boroughs, median household income.
- Performed A/B tests with the webpage and conducted statistical analysis, increased Median Time Spent by 100%, CR by 8%.
- Analyzed user behavior via AARRR model, Google Analytics. Presented with 6+ Plotly dashboards. Improved pageviews by 300%

Bank of Nanjing, -- Financial Data Analyst, Full Time Intern; Shanghai, China July 2018 - December 2018

- Identified 4+ key product metrics for business development and prepared data with SQL queries, detected industry trends in Excel.
- Conducted competitive analysis on the semiconductor industry to supported cross-team leadership in M&A decision making.
- Predicted the annual revenue with Time Series Models(ARIMA), increased the valuation of a listed company by 10%.
- Promoted a \$100M Assets-Backed-Securities program to a listed company with financial data analysis and analytical insights.

AIA Group, -- Business Analyst, Full Time Intern; Hongkong, China June 2017 – October 2017

- Monitored and detected Hongkong insurance market trends, wrote market analysis, and presented to stakeholders.
- Applied SQL, MS Excel(VLOOKUP) to perform in-depth analysis on product performance and customer datasets and identified analytic insights to explain variance and trends for business solutions.
- Created data visualizations in Excel and Tableau to support decisions on strategic planning, and business performance issues.

Projects

Columbia University Capstone Data Science Consultant (Project Manager) March 2020 - August 2020

- Analyzed 40k+ medical data to explore patient demographics and adherence to each medicine for a health insurance company.
- Built 5+ linear regression models to detect effects of patient demographics/symptoms on medication initiation, patient adherence.
- Identified which medications are more effective on different patients with T-Tests and Chi-Squared Tests for 4+ diseases.
- Generated an automated report engine in Python, updating actionable insights of products, improved working efficiency by 20%.

Columbia University Model competition project in machine learning (SQL, R) July 2020 - September 2020

- Performed feature selection on 100+ features from MIT's GOSSIS medical dataset. And reduced overfitting by analyzing feature distribution through the adversarial validation technique. Applied 20+ models to predict patient survival, SVM reached accuracy=98.3%.

Columbia University Yelp User Analysis project (Python, R) April 2020 – July 2020

- Extracted and transformed 3 GB+ of data from Yelp fusion API via Python, performed Text Mining and Sentiment Analysis on 10K+ user reviews to provide insights of user perceptions, created motion visualizations in R shiny and Tableau to report results.

Columbia University SQL project for Library Management System (PostgreSQL) February 2020 – March 2020

- Created and populated a relational database containing 4+ tables. And modified the database to encode borrowing rules.
- Wrote complex SQL queries using complex joins, grouping, having clause, window function, nested subqueries, etc.

Education

Columbia University, M.S. in Applied Analytics; GPA 3.7/4.0, New York, NY September 2019 – February 2021

Relevant coursework: Python for Data Analysis, SQL & Relational Databases, Data Visualization & Storytelling, Machine Learning

Nanjing University of Finance & Economics, BBA.in Accounting; GPA 3.5/4.0, Nanjing, China September 2015 – July 2019

Relevant coursework: Probability and Statistics, Finance, Accounting, Economics, Calculus, Corporate Finance, Excel

Skills

- **Data Analytics:** A/B Testing, Casual Inference, Tableau(4 years +), PowerBI, Google Analytics, MS Excel (4 years +), Access
- **Machine Learning:** Python (2 years +), R(2 years +), SPSS | Predictive Modeling, Hypotheses testing, Clustering Analysis
- **Database Processing:** SQL(4 years +), AWS S3, Google Cloud Big Query