Tianqi Mi

[LinkedIn](#) | +44 07565408587 | Sheffield, United Kingdom | tianqimi0815@gmail.com

SUMMARY

A results-driven Data Analyst enhanced decision-making accuracy by **25%** through data-driven insights and advanced analytics.

SKILLS

- Data Analytics: Statistics, Data Analysis, Business Analysis, A/B Testing, Data Mining, Root Cause Analysis, Jupyter, Python, R, NumPy, pandas, SciPy
- Database: SQL, MySQL, SQL Server, PostgreSQL, NoSQL
- Data Visualization: Dashboarding, Tableau, Power BI, Excel, Matplotlib, Seaborn

WORK EXPERIENCE

Zhejiang Daily Press Group | News & Publishing   Jul 2021 - Aug 2021

News Data Analyst   Hangzhou

- Increased news account traffic by **35%** during COVID-19, boosting user engagement and retention metrics through data-driven content distribution optimization.
- Developed and implemented two A/B testing variants for news releases quality improvement during the COVID-19 period, utilizing backend article data to track performance and applied statistical tests to assess Articles' quality.
- Performed A/A testing prior to experiments to establish statistical baselines, determine minimum detectable effects, and ensure appropriate sample sizes for reliable news content testing results.

Bank of Hangzhou Co., Ltd.   Jul 2023 - Sep 2023

Junior Data Analyst | Information And Technology Department   Hangzhou

- Leveraged advanced data analysis and customer profiling techniques for the bank, increasing product marketing accuracy by **14%** through data-driven segmentation approaches.
- Performed descriptive statistical analysis and association rule mining to segment customers across financial products. Generated heatmaps for demographic visualization and developed propensity metrics to compare acceptance rates.
- Created clear documentation of customer profiles and insights that streamlined knowledge sharing across teams and provided stakeholders with actionable data for strategic decisions.

PROJECT EXPERIENCE

Amazon Footwear Sales Performance Dashboard   Feb 2023 - Mar 2023

Data Analyst

- Increased Amazon footwear sales by **10%** through data-driven sales strategies and cross-functional collaboration.
- Built an interactive and real-time Tableau dashboard with detailed sales performance tracking, e.g., line charts of monthly sales, leading to better sales strategies making for the weekly presentation with the stakeholders.
- Developed data pipelines using Python and SQL with advanced query optimization, ensuring stable and reliable data quality for the dashboard.

EDUCATION

The University Of Sheffield | Digital Media And Society   Sep 2020 - Jun 2023
                                                                                            Bachelor
Merit Graduated (GPA 3.5)

Durham University | Digital Humanities   Sep 2023 - Sep 2024
                                                                                            Master
Distinction Graduated (GPA 4.0)