Personal Statement

Aiming high is always my driving force in the past years ever since my resolution of becoming a data analyst was determined. Except from my excellence in academic grades and proficiency in English, I endeavored to complete tremendous data science related internships and other valuable experiences (I joined in entrepreneurial team, fund house, market research company, world's leading internet companies and participated start-up road show, investment forum and plenty of data related lectures). Every experience turns out to boost the power of my data-orientated dream and if comparing my lasting learning experiences as an upbringing bird's flying lesson, I would say I am fully prepared to soar in the boundless data-science sky.

When it comes to my academic background, I am now pursing my major in market research and analysis in Communication University of China in Beijing (among the list of 211 & 985 universities, and my current programme was recently considered as a top rank major with world-class subjects). The current program fully practiced my data analysis insight and competency through courses like Data Mining, Statistics, Data Visualization Quantitative Research Method and Web Crawler Technology. Meanwhile, I also strived to enhance my programming and data analysis capacity by mastering Python, Java and SQL as well as some digital processing software such as Tableau, Echarts, SPSS, Tagxedo and so forth. And on account of my ability in this area, I managed to work as intern in leading-edge companies (an internet product entrepreneurial team, hedge fund, market research company and internet company). All of the foresaid working experiences provoke and highlight my life-long goal and I deem all my efforts would ultimately paid off.

As for my working experience, what impressed me most was my initial job in KBB, a start-up internet company which concentrates on optimizing supply chain efficiency of mining industry. There were 4 initial members and I was assigned to take full charge in product operation, involving data analysis, problem detection, strategy optimization and business operation plan composing. There, I ameliorated payment imports, made user portraits, and differentiated marketing programs for different users. Citing an example to illustrate my understanding in data science, after analyzing the page view and registrations data of our website, I found substantial web hits failed to convert to comparable payment. The cause behind was not easy to locate, then I came up with the idea of tracing access data of users. Finally, I noticed that plenty of users gave up payment at the payment page. Afterwards, I utilized positive reinforcement survey (offering cash bonus) by texting users and inviting them to complete survey. Then survey showed that the payment entry was not obvious enough, which was not quite user friendly. Therefore, we refined the payment page and the payment efficiency accordingly improved. This problem-solving experience endowed me with profound value of combining data science and user research. And my dream of devoting myself in data related filed was rooted and flourished.

Later, with the recommendation of my boss (I was so honored to get the recommendations of my bosses ever since the first job), I got an opportunity to work as assistant in a hedge fund company in Hong Kong. In that company, I helped Quant Analyst write research reports and was glad to see them do quantitative analysis of derivatives by using machine learning and code in python, which really made me understand the significance of data science. Then, I went to a world-leading market research company and

participated in the quantitative research program. That experience helped me learn the role of data in market research. Besides, I was benefited from the internship experience in China Big Data Expo, where I found the meaning of data to public opinion monitoring. With all the accumulations in these experiences, I finally set my mind to take data science as the ideal of my life.

As it quotes from When Breath Becomes Air, putting lifestyle first is how you find a job, not a calling. Choosing a hard-working job is not because it gives you a comfortable life, but because it's your calling, it's where you're passionate, and where you want to stay and explore. I choose data science because of all my enthusiasm since the sophomore year, when I was curious what value the data could create. In the short run, I would like to fulfill a graduate program related to data science and continue to pursue a Ph.D. in data science and then devote myself as a distinguished data analyst in internet tycoons such as Amazon and Google. In the long run, I would continue unremitting efforts to realize my entrepreneur dream, where I could combine all experiences in media, marketing, operation, market research and data analysis.

At the moment, I serve as a data analysis intern in the Safety Management Department of DiDi (one of world's leading one-stop mobile transportation platform). My job mainly includes analyzing data such as traffic accident, real-time traffic information and so on, thus to discover the problems behind data pattern and improve the machine learning model of safety management. I am firmly convinced that what I learn in DiDi would inject more vigorous cases in postgraduate class. Hence, I feel more than thrilled to be a part of the wave of data that will profoundly change the future of humanity.
Business Analytics and Big Data (MSc) program offered by the University of Liverpool is the ideal program for me, which would undisputedly provide a strong support to my ambitions in data science. I firmly believe this choice will play an important role in my later life and make me realize my dream of becoming an excellent data scientist.

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