

Ziqing Luo

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EDUCATION

University of California, Los Angeles

Bachelor of Science in Applied Math, Statistics

Los Angeles, CA

Class of 2022

- **GPA:** 3.9 / 4.0 (Dean's List)

TECHNICAL SKILLS

- Proficiency in Python, R, SQL
- Experience with Git, C++, JavaScript, Tableau

RELEVANT EXPERIENCE

Institute for Pure and Applied Mathematic

Los Angeles, CA

Research Fellow (GumGum Team)

June 2021 – August 2021

- Implemented data analysis procedures (cleaning, sampling, feature selection, visualization, modeling) in digital advertising using **TensorFlow** in Python:
 - Built a pipeline to randomly sample representative observations from an imbalanced 3TB in-house dataset
 - Leveraged machine learning models such as **XGBoost**, **LightGBM**, and **Recurrent Neural Networks** to predict ads viewability in Google Cloud
- Improved metrics (accuracy, precision, recall and F1 score) to above 85%
- Presented analytical research findings both orally and literally to industrial sponsors and math department faculty

Daily Bruin

Los Angeles, CA

Stack Developer

October 2020 – Present

- Utilize **R**, **Python** and **JavaScript** to analyze and visualize data for student newspaper's data blog:
 - Westwood COVID-19 Project: cleaned a dataset obtained from the Los Angeles Office of Finance and created an interactive map to visualize Westwood's business openings and closings during COVID-19
 - Grade Inflation Project: published an article analyzing the grade distribution changes during online learning using grade datasets provided by UCLA's Registrar's Office, which generated 2000+ views

MiiRO Beauty

Culver City, CA

Data Intern

August 2020 – Jan 2021

- Employed tools such as **SEMRush** to analyze consumer data and provide insights in digital marketing planning and successfully increased the website traffic by 60% in two months
- Conducted market and competition research and presented to CEO in a regular basis

PROJECTS

Heart Disease Prediction Project

- Developed **Support Vector Machine** model and **Random Forest model** using backward feature selection and cross validation techniques to predict the existence of heart diseases on patients and achieve a prediction accuracy ~80%

Global Mammal Ovulation Project

- Assisted Dr. Natterson-Horowitz in collecting data and creating an interactive map that visualizes the patterns of female mammals' ovulation.

Hotel Booking Challenge on Kaggle

- Conducted an exploratory data analysis of hotel reservations and visualized the seasonal patterns of hotel revenues using Python libraries (**Pandas**, **Numpy**, **Altair**, and **Scikit-learn**)
- Built a multilinear regression model to predict the future business potential growth

ADDITIONAL Information

Extracurricular: Campus Tour Guide (Gaucha Tour Association at UCSB), International Student Engagement Chair at Student Council, SS805 Dance Team

Publications: Starting Lines Journal 2019 (First Prize in Interpreting Experience)