

Jiajia Gong

New York, NY

jiajiagong6_yoe@indeedemail.com

+1 831 420 7622

Authorized to work in the US for any employer

Work Experience

Data Analyst Intern | Quantitative Analysis Center China Construction Bank

PCA - Beijing, CN

June 2021 to August 2021

Built a data-driven model in Python to automatically assess the credit score of customers for default risk prediction:

- * Collectively leveraged logistic regression, random forest ensemble learning, and decision tree algorithms to help determine the customer credit score based on a selected group of factors.
- * Employed factor analysis and PCA to reduce the dimensionality of the attributes, leading to a 10X reduction of data size with enhanced prediction quality.
- * Conducted Kolmogorov-Smirnov test on the established scorecard model, with favorable results obtained.
- * Integrated the developed tool into the internal database system, allowing efficient data retrieval, QA/QC, and storage.

Marketing Analyst Intern

Offcn Education Technology Co., Ltd - Beijing, CN

June 2020 to September 2020

Contributed to the customer analytics business regarding online civil servants, institutions, and teachers training services:

- * Developed deep learning models in R to understand the sentiments of the customers from social media platforms.
- * Performed clustering of customers for customer segmentation
- * Developed machine learning model to predict the financial scores of the customers so as to make product-related suggestions.
- * Applied Market-Basket Analysis and Association Rule Mining on large-scale customer datasets to extract insightful patterns for cross selling MOOC products.
- * Text-mined the chat and email data to identify issues and analyze complaints from customers.
- * Created interactive dashboard on Tableau to assist end users' decision-making.
- * Participated in A/B testing for website optimization.

Related Project

Education

Master's degree in Operations

Columbia University in the City of New York - New York, NY

September 2021 to Present

B.S. of Statistical Science in Statistical Science

University of California - Goleta, CA

June 2020

Skills

- Relevant Coursework: Machine Learning, Intro. to Computer Science (Python), Problem Solving(C++), Calculus, Linear Algebra, Probability Distribution
- Python
- R
- SQL
- Excel
- C++
- SAS
- MATLAB
- Microsoft Office
- Scientific Computing(NumPy, SciPy)
- Data Manipulation(Pandas)
- Machine Learning(Scikit-Learn, PyTorch, Keras, TensorFlow)
- Visualization(Matplotlib, Seaborn)
- Data Visualization
- Microsoft SQL Server
- Regression Analysis
- Data Science
- Analytics
- Data analytics