

## ● Education

### University of Maryland, College Park

College Park, MD

- Degree: Master of Science in Business Analytics 2020.08-2022.12
- Major: Business Analytics • GPA (Current) 3.8/4.0

### Oklahoma State University

Stillwater, OK

- Degree: Bachelor of Science in Agricultural Resources and Economics 2018.08-2020.05
- Major: Agricultural Applied Economics • GPA: 3.97/4.0

### China Agricultural University

Beijing, China

- Degree: Bachelor of Management in Economics 2016.09-2020.07
  - Major: Economics and Management • GPA: 3.35/4.0
- 

## ● Software Skills

Hive SQL, MySQL, Pandas, NumPy, Python, R, Tableau, Microsoft Excel / PowerPoint / Word, Adobe Photoshop / Premiere

---

## ● Internship

### Headquarter of Beijing Kwai Tech Inc. | Computational Advertising - Data Scientist Intern

01/2021-06/2021

- Cooperated with Algorithm and commercial advertisement Modeling engineers, implemented ROI model, optimize advertising trace with SQL, NumPy and Pandas. Conduct analysis to outstanding issues and tune quantitatively attribute
- Successfully build up several Kwai-BI Online data-visualization dashboard independently and take ownership for maintenance Advertisement Union frequently use it, especially they love the over-cost Attribution Analysis Platform
- Actively participate in several Pre-aa Tests of the A/B Tests, do Differentiation Analysis between base and experiment group
- Drill-down the advertising union trace log gap Attribution Analysis of gap between the actual cost under new strategy and the experimental cost. Draw conclusions with high confidence and drive the optimization from Modeling and Algorithm part
- Based on the demands of strategy engineers, evaluate the feasibility and prioritize the new strategies and make the adjustment accordingly with Algorithm and Modeling engineers (eg, item-CF Collaboration Filter based on the Advertising items)

### Beijing Headquarter of NetEase Inc. | Youdao – Data Analyst Intern

08/2020-12/2020

- Code SQL to ETL data from the database, and do analysis with the hive database, visualize data using Tableau
- Use Excel, Excel PivotTable, and Excel Data Analysis functions to do Data Analysis and Data Visualization
- Analyze and evaluate sales, operation, and product manager's benefits through the KPIs
- Track and Analyze key performance indicators cross sales in different channels and department, make adjustments on strategies of operation in the community with strategy group based on the quality changes of channels and employee
- Discuss demands with product managers and operation employee, evaluate accessibility of data based demands and promote the development by cooperation with the Modeling, Strategy and Algorithm engineers

### China Everbright Bank | Investment Analyst Intern

07/2017-09/2017

- Onboarding new intern, focus on market quotation, collect information to write Investment Analysis report on specific filed
  - Assist manager to introduce financial products, and help clients to do remittance
  - Do Analysis on some investment programs using SWOT, and state cons and pros, write Investment Opinion Reference Reports
  - Compare different long-term & short-term investment products, make the best investment portfolio advice for clients
- 

## ● Academic Research Program & Leadership

### Kaggle Walmart M5 Forecasting (Estimate unit sales of Walmart retail goods) - Top 5%

11/2021-01/2022

- Create featured Model on tabular data and train a LightGBM algorithm to forecast daily sales which has a RMSE of 0.58
- Import LightGBM model predictions to improve generalization ability of forecasts promoted 10% of ranking on leaderboard

### Institute of Agricultural Information, Chinese Academy of Sciences | Research Assistant

05/2019-08/2019

- **Duties:** Construction of Agricultural Foreign Information Cooperation Public Information Service Platform
- **Key Content:** Produce an online platform for trade in agricultural products between China and the rest of the world, mainly in Africa and Asia. Integrate information into a national unit in websites of Ministry of Agriculture and Ministry of Commerce, collate materials and compile metadata by Excel and Python, then upload to the web page.
- **Result:** Translation and compliment of Kenya, Thailand and other 15 more regions, help construction of the platform.

### Director & Captain of Volunteer Department, China Agricultural University Student Union

09/2016-07/2020

- President of the "Blue 1+1" project of the university, and host many volunteer activities in the campus
- Captain of several volunteer activities associated with Hospitals and Primary Schools