Xiquan JIANG

5307616811 | xiqjiang@gmail.com

EDUCATION

University of California, Davis   **Davis, CA**
Master of Science in Data Science   **09/2021-Expected12/2022**
Relevant Courses: Statistical Methods for Research, Optimization for Big Data Analytic, Computational Statistics
Nanjing University of Information Science and Technology   **Nanjing, China**
Bachelor of Science in Applied Statistics (GPA: 3.36/4.0, TOP10%)   **09/2017-06/2021**
Relevant Courses: Data Mining, Stochastic Processes for Application, Application of Statistic Analysis Software

INTERNSHIP EXPERIENCE

UC Davis Design and Construction Management   **Davis, CA**
Student Assistant III   **01/2022-present**
- Gathered and mapped large set of data in the method of Excel pivot to migrate data from a legacy Construction Project Management and Accounting (CPMA) software to a new CPMA software.

Full Truck Alliance (the world's largest digital freight platform)   **Nanjing, China**
Strategic Operation Intern   **03/2021-07/2021**
- Increased close-ratio about 4 percentage by researching through A/B test, root cause analysis and data analysis to refine shipper-driver relation chain and gauging the usability of 2 new and existing designs.
- Decrease the 2-percentage cancellation rate by visualizing the 1000+ data of reasons for manual cancellation of the order by the drivers and provided produced relevant documents, followed up the new feature launch and following feedback.
- Performed cleaning and created a data pipeline to standardize raw data, consolidated data from different source and stored harmonized data.
- Researched 12 logistics companies to establish target market and evaluate competitiveness of competing companies, provided oversight in plan formulation, conducted SWOT analysis and action items to the strategic planning process.

Isaruid (user experience research and user interface design company)   **Nanjing, China**
UX Research Intern   **11/2020-02/2021**
- Recruited and interviewed 500+ interview users, assisted in writing usability test reports of TikTok for the aged through usability testing and calculating SUS with the aim of making the APP more elderly friendly.
- Used NLP to perform sentiment analysis on the comments on video, selected sentiment words as word cloud, vectorized the analyzed text, and used SVM for classification to mine users' habits, preference and experience demands.
- Built 2 consumers profile and accomplished 4 qualitative data analysis reports to create a shared understanding of how consumers make purchase decision.
- Conducted 3000+word report about competitive products analysis about Haier and young users' demands about water heater by online and offline market research to evaluate potential opportunities and suggest for driving business performance.
- Cooperated effectively with team members to design 2 questionnaires, performed logic review, and conducted quality control.

PROJECTS

Multivariate Statistics Project: Multi-dimensional Analysis and Evaluation of Chinese Cultural IP   **02/2021-05/2021**
User Profiles Based on the Data Mining
- Designed an online questionnaire survey and gathered 1000+ participants original data of Chinese cultural IP audiences, and cleaned data including data coding, quality logic verification, reliability and validity analysis, et al.
- Extracted 7 user labels and make cross-analysis chi-square test by SPSS to compare and evaluate audiences' behavior on consumption behavior, purchase motivation and reasons for favorite works, et al.
- Proposed M_bestk algorithm to improve the traditional K-means algorithm by Python to construct a user profile model based on the labeling system which was constructed by user attribute index extraction, labeling processing, and importance weighting.
- Established the user profile of Chinese cultural IP audiences and analyzed its user value.
- Utilized SoftMax multi-class regression to test the accuracy of the above user profile classification based on the effectiveness of the algorithm and the rationality of the model.

Machine Learning Project: 5G Clients Growth Research and Insight Project   **01/2021-02/2021**
- Cleaned the data by Python and observed the association of traits with growth through data visualization by Tableau from the perspective of clients features analysis, service features analysis and consumption features analysis.
- Compared the models' accuracy and running times of logistic regression, random forest and multi-layer perception based on cross-validation, and selected logistic regression with the highest accuracy and high interpretability to predict.
- Resolved sample imbalance through upsampling, split data into training and test sets, optimized parameters according to learning curve to increase model accuracy from 0.8 into 0.87.
- Estimated model through confusion matrix, recall rate and ROC curve and studied the importance of features.

SKILLS

Programming: proficient in R, Python, SQL
Analytics Tools: SQL, SPSS, SAS, R Studio, MS Excel (LOOKUP, pivot), Tableau