

Wei Tao

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● Education Background

University of Maryland, College Park

- Degree: Master of Science in Business Analytics
- Major: Business Analytics

College Park, MD
08/2021-12/2022
• GPA : 3.80/4.0

Oklahoma State University

- Degree: Bachelor of Science in Agricultural Resources and Economics
- Major: Agricultural Applied Economics

Stillwater, OK
08/2018-05/2020
• GPA : 3.97/4.0

China Agricultural University

- Degree: Bachelor of Management in Economics
- Major: Economics and Management

Beijing, China
09/2016-07/2020
• GPA : 3.65/4.0

● Software Skills

SQL, Hive, Hadoop, NoSQL, Python, Scikit-Learn, Pytorch, Tensorflow, R, Tableau, SAS, Microsoft Excel/ PowerPoint/ Word

● Internships

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 and 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 adjustments 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
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● Academic Research Programs & Leaderships

Kaggle Walmart M5 Forecasting (Redo) - Estimate the unit sales of Walmart retail goods

11/2021-01/2022

- Import LightGBM model predictions to improve generalization ability of forecasts promoted 10% of ranking on leaderboard
- Using Python to create featured Model on tabular data, to train LightGBM algorithm to forecast daily sales which RMSE is 0.43

Chinese Academy of Sciences, Institute of Agricultural Information | 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 Countries & Regions, help constructing the platform

China Agricultural University Student Union | Director & Captain of Volunteer Department

09/2016-07/2020

- Present of Volunteer department, captain of several volunteer activities associated with Hospitals and Primary Schools
- Director of the "Blue 1+1" university project, which host many volunteer activities related to multiculturalism and diversity