

Jackson Yang

Phone: (360) 503-8902 | Email: zy157@duke.edu | LinkedIn: [Jackson_Yang](#) | GitHub: [Portfolio](#)

SKILLS

Tools: Python (Numpy, Pandas, Scikit-learn, Flask), SQL (SQL Server), R (Tidyverse), Tableau, Git, Spark, Databricks

Statistics: A/B Testing, Statistical Test (Z-test, T-test, F-test, Chi-square test), ANOVA, Time Series Analysis (ARIMA)

Machine Learning: Classification, Regression, Clustering, NLP, PCA, Feature Engineering, Optimization, Model Deployment

EXPERIENCE

Avidian Technologies, a cutting edge CRM software company | Seattle, WA

Apr 2021 – May 2023

Data Scientist

- Reached a **5%** increase in click-through rates for email marketing campaigns through the design and implementation of **A/B tests** on email elements such as the subject line, layout, personalization, and content
- Lowered customer response time by **30%** using **SQL** to wrangle 18K+ subscription data from different databases
- Achieved a **15%** boost in demo sign-up rate using **Python** to wrangle 120K+ lead data from 2020 to 2022 and train a lead scoring model using XG Boost to generate prime prospect lead data for targeted outreach
- Collaborated with sales and engineering teams to identify users' usage tracking features and design a log database in **SQL**
- Improved customer satisfaction by analyzing support ticket using sentiment analysis and topic modeling in **Python**
- Reduced monthly churn rate to **3%** by fitting a L1-logistic classifier on usage and ticket data to predict customer churn
- Supplied lead data for email marketing campaigns by building a data processing pipeline using Zoominfo's API to extract 1K+ lead data weekly, and using **Python** to clean and partition the lead data into different batches for emailing
- Increased website conversion rate to **5%** monthly by designing and creating seven **Tableau** dashboards to monitor web traffic data and customer journeys, improving the overall customer experience

Duke Fuqua, a leading business school | Durham, NC

Aug 2022 – May 2023

Marketing Intelligence Analyst

- Gathered customer intelligence by writing complex queries in Brandwatch to scrape 500+ texts from websites monthly
- Achieved a **90%** reduction in time required for insight extraction by automating data extraction from multiple social media platforms, performing sentiment analysis, and building a Python-based chatbot with GPT-3.5-Turbo for insightful inquiries
- Identified customer preferences and trends by utilizing Spacy and NLTK in **Python** to build a text pre-processing pipeline, and employed NMF topic modeling to extract valuable insights from the text data

Purple Wave, a large online auction platform for hard assets | Manhattan, KS

Mar 2023 – May 2023

Data Scientist Student Consultant (Capstone)

- Extracted, transformed, and structured over 42M user data from six databases using DDL in **MySQL**
- Determined the North Star metric and key features for improvement by fitting a Random Forest model and identified territory-specific growth threshold metrics with a Decision Tree model in **Python**
- Detected fraudulent activities by using a combination of XGBoost model and k-means clustering on transaction data

Data on Demand, an end-to-end data solutions provider | Taipei, Taiwan

Dec 2020 – Mar 2021

Business Intelligence Analyst Intern

- Collaborated with stakeholders and team members to understand data structure and company's sales objectives
- Wrangled 24K+ insurance data from six tables using **SQL**, including data aggregation, feature selection etc.
- Built four **MicroStrategy** dashboards to evaluate loss ratio, sales, and profit margins by channel and product type
- Identified an abnormally high loss ratio and conducted various analysis to find the root causes

EDUCATION

Duke University | Durham, NC

Expected May 2023

- M.S. in **Business Analytics**

GPA: 3.82/4.00

University of Washington | Seattle, WA

March 2022

- B.B.A in **Information Systems and Supply Chain Management**

GPA: 3.83/4.00