

Diana (Yenan) Guan

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PROFESSIONAL EXPERIENCES

Evolve Digital Labs, St. Louis, MO

Business Analyst, Data Science

02/2019-Present

- Accomplish market research effectively for clients in various industries, composed of market sizing, competitor insights, user flow and segmentation, and strategy recommendations; present to the client, winning excited feedbacks and deep trusts
- Collaborate with other teams on their data needs, including developing interactive n-gram visualizations of SERP results using Python and Tableau for content creation, and conducting geographical analysis, keyword research and landing page mapping for SEM/SEO
- Build Machine Learning and stats models for ad-hoc analysis including Topic Modelling (LDA) to extract topics from product reviews
- Manage and AB test the Ads campaign, leading to a 150% increase in paid traffic and doubled the conversion rate

Business Solutions Intern, Data Science

09/2018-12/2018

- Detected anomalies of the Display campaign placements by K-means clustering in Python which reduced the cost by 30%.
- Analyzed ads data by times series and identified lag effects; suggested on search/display budget allocating presented by ads elasticity
- Worked with Google Cloud APIs (Ads, Analytics, Search Console) in Python and speeded up the process of retrieving information

Nashco Business Services LLC, St. Louis, MO

05/2018-08/2018

Data Science Intern, Data Solutions Consultancy

- Updated working progress with two clients on a daily basis; presented deliverables in several on-site meetings independently

Data Science & Business Intelligence, a premium digital publisher

- Conducted exploratory data analysis in R to understand customer behavior; picked and presented typical user stories to the client which played a crucial role in proving the business assumptions on the use of marketing metrics like impressions and viewability
- Coded viewable impressions in Google BigQuery with the clickstream data from Google Analytics and supply Airflow for reporting

Data Engineering & Reporting, an international nonprofit organization

- Built a new reporting system by pulling data from Microsoft Azure Database for PostgreSQL into extract, transform and load (ETL) pipeline in Airflow to update dashboard on a daily basis, which cut total costs from third-party reporting by 50%
- Designed portal templates in Tableau and Power BI, presented the comparison and recommended on the choice of dashboard tool
- Optimized existing SQL queries which extract information by joining 10+ tables and reduced the processing time by 75%

Monsanto Company, St. Louis, MO

02/2018-05/2018

Student Consultant, Center for Experiential Learning at Olin Business School: Data Analytics Practicum

- Predicted purchase choice of 264,430 growers with 7-year data using multinomial logistic regression and boosted tree in R; Forecast the sales volume with linear regression and LASSO regression; Outperformed current prediction accuracy by the censored technique
- Developed a ranking system as a condensed KPI combining the growers' predicted churn probability and sales amount into sales effort value; Got buy-in from sales representatives by communicating the analytical results through persona storytelling.

Mercatus Capital, Singapore

06/2016-09/2016

Project Coordination Intern

- Visualized and interpreted statistical data collected from academic research and online database for use in sales materials, significantly increasing the efficiency of preparation of investment pitches

EDUCATION

Washington University, Olin Business School, St. Louis, MO

08/2017-12/2018

Master of Science in Customer Analytics (STEM), GPA 3.8/4.0

- Coursework: Predictive Analytics, Machine Learning; Bayesian Forecasting (R); Customer Analytics with Probability Models (R); Text Mining (Python); Deep Neural Networks (Keras); Computer Science (Java); Cloud Computing (Hadoop); PhD level Econometrics
- Analytical Projects: In-class Kaggle competition (ranked 3/45) - grocery store sales prediction using Machine Learning techniques

University of Birmingham, Birmingham, UK

09/2015-07/2017

Bachelor of Science in Mathematical Economics and Statistics with Honours, First Class

- Awarded Best Undergraduate Dissertation in Department of Economics, 2016/2017 – Simulations on statistical inference (MATLAB)
- Coursework: Advanced Econometric Theory; Econometric Methods (Matrix Algebra); Optimization; Statistics

Southwestern University of Finance and Economics, Chengdu, China

09/2013-06/2017

Bachelor in Economics, Research Institute of Economics and Management (Dual-degree program with University of Birmingham)

SKILLS

- Technical Skills: Python, R, SQL, Hadoop (Spark, Hive, Pig), Tableau, Power BI, HTML/CSS, Java, Git
- Language Skills: Native Chinese, Fluent English, Elementary Japanese
- Interests: Photography