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PROFILE

Cross-functional MSBA student with a passion for analyzing data and extracting insights. Seeking Data Analyst (Scientist) full-time job or internship to fully utilize and merge business analysis knowledge and data analysis experience.

SKILLS AND TOOLS

- **Core Competencies:** Python, R, MySQL, SQL, BigQuery, Snowflake, TensorFlow, Cloud Computing (AWS CLP).
- **Data Analysis Expertise:** Machine Learning (sklearn, GCP ML), A/B Testing, Experimental Design, Text Data Mining (NLP).
- **Data Visualization:** Matplotlib, Seaborn, Plotly, Ggplot, Tableau, Kepler, Data Illustrator.

EDUCATION

University of California, Davis, Graduate School of Management San Francisco, CA
Master of Science in Business Analytics (3.93/4.00) Sep 2018 – Aug 2019
Highlighted Coursework: Data Management & Visualization, Big Data, Data Design and Representation, Statistical Reasoning and Exploration, Advanced Statistics, Machine Learning, Analytic Decision Making, Application Domains, Organizational Effectiveness.

Central University of Finance and Economics, School of International Trade and Economics Beijing, China
Bachelor of Economics (3.67/4.00) Sep 2014 – Jun 2018
Highlighted Coursework: Calculus, Linear Algebra, Probability and Statistics, Statistics, Econometrics, Database Management.

PROFESSIONAL EXPERIENCE

Engage3 San Francisco, CA
Data Analyst, Practicum Project Sep 2018 – Sep 2019
Engage3 helps retailers enhance P&L performance through localized competitive intelligence and optimized pricing strategies.
- Conducted analysis for Engage3's clients' business data and designed the control/treatment group for further price optimization.
- Applied Python and SQL to explore snowflake, extract retail stores' business data, and clean raw data.
- Conducted feature engineering and exploratory data analysis to dig out trends and cycles of stores' historical revenue and margin.
- Created control/treatment group based on clustering algorithm to realize A/B testing and price recommendations' validation.
- Completed detailed whitepaper as documentation about the process of designing c/t group.

Minsheng Security Company Beijing, China
Data Analyst Intern Oct 2017 – Jan 2018
Minsheng Security Company helps clients dig out trends and provides business insights about real estate's financial market.
- Worked in real estate group with data analysts to collect housing data and explore housing price trends in different areas.
- Extracted 100,000+lines of housing data by web scraping and conducted descriptive analysis by using Python technique.
- Built up the ARIMA model with least AIC in Python to make predictions for Beijing's housing price.
- Provided insights in 10+ industrial reports and designed a set of Excel sheets to realize automatic update of calculations and plots.

Accenture Beijing, China
Business Analyst Intern Jul 2017 - Oct 2017
Client: Meituan-Dianping, the Chinese biggest online and on-demand delivery platforms.
- Developed and configured ERP database system based on the needs of clients and analyzed data's structure by using SQL.
- Drew 50+ e-business data flows by assembling purchasing, financing, logistics, and sales data and verified them with clients.
- Tested the preliminary ERP using data provided by the client and uncovered more than 200 queries for future improvement.

PROJECTS

How to predict restaurants' stars – Machine Learning of Yelp Customer Reviews Mar 2019
- Analyzed Yelp customer reviews (NLP) and determined the best model to predict restaurants' stars based on text information.
- Designed word clouds and visualized word frequencies with Python to dig out keywords in reviews for further suggestions.
- Built up Multinomial Naïve Bayes model to forecast restaurants' stars based on customers' reviews with 94% accuracy.

How are our customers thinking about us? - SNP Feedback Analysis Dec 2018
- Explored SNP feedback data and aimed at improving SNP's courses and finding more opportunities.
- Leveraged Python's NLP packages to perform text analysis (word frequency and sentiment analysis) and dig out patterns behind feedback data, and accomplished user interface codes to realize automatic analysis.
- Applied Tableau to get dashboards for further data analytics and provided suggestions for SNP's courses and potential chances.