

# Sijia (Frances) Wu

[frances.wu.94@gmail.com](mailto:frances.wu.94@gmail.com) • +1 (310) 729-2330 • [LinkedIn](#) • [Portfolio Website](#) • [GitHub](#)

## EDUCATION

### Carnegie Mellon University

*Expected to Graduate in 12/2021*

- Master of Information Systems Management (MISM), GPA: 3.74/4.0,
  - *Relevant Coursework:* Practical Data Science, Machine Learning, Database Management, OOP in Java

### University of California, Los Angeles

*9/2013-6/2017*

- B.S. Applied Mathematics, Minor in Accounting, GPA: 3.3/4.0, Bruin Leaders Project certified

## RELEVANT SKILLS

- Python (numpy, pandas, spacy, matplotlib, sklearn, plotly, H2O), SQL, Java, C++, R, OpenAPI
- Machine Learning, Data Mining, Data Segmentation, Data Visualization, Database Schema and Implementation

## PROFESSIONAL EXPERIENCE

### Ernst & Young, LLP US

Los Angeles, CA

*Senior at National Tax Team, Tax Technologies and Transformation*

*10/2017-8/2020*

- Designed, built, and released tax automation tools as tech lead for partnership clients, utilizing SQL, VBA, Access, and other scripting languages
- Automated tax report system using SQL, Python, and R
- Halved labor hours from 160 hours per file to 80 by replacing manual tax filing processes with C# APIs
- Developed budgets, timelines, risk assessments, and other documentations for potential workstreams
- Wrote scalable and sustainable Excel-based tools to structure historical equity transactions and investor data, and to produce a variety of analysis reports, such as share variance reports and partner share trackers

### Kuan Capital

Shanghai, China

*Data Analyst Intern*

*6/2015-7/2015*

- Used clustering method K-Means for user segmentation. Identified shopping behavioral differences in each segment to learn about the customer base and to help the company select potential partners and suppliers
- Gathered information on the needs of Shanghai residents for online-to-offline commerce such as groceries delivery and nail polishing to plan inventory purchase strategy

## PROJECT & LEADERSHIP EXPERIENCE

### Database Management Implementation Project

*10/2020-11/2020*

- Designed and implemented a relational database using Oracle SQL to enhance client's data management
- Constructed and queried transactional reports for business's daily business operations and analytical reports for long-term maintenance and utilization
- Documented ER diagram, relational schema, and data dictionary with business rules for SQL implementation

### RFM Model - American Eagle Case Competition

*9/2020*

- Utilized pandas to build RFM model and identified "Big Whale" customer group for revenue maximization
- Computed estimated customer lifetime value to recognize potential customers with high long-term value
- Analyzed brand marketing performance and customer behavior for each customer segmentation in Tableau

### Reveal the Spread of COVID-19 | Data Cleaning and Data Visualization

*7/2020-8/2020*

- Uncovered analytical insight into the spread of COVID-19 domestically and globally, using data cleaned, pivoted and reconstructed by pandas
- Utilized plotly and pycharts to create bubble maps with dynamic timeframe, and to reproduce the development of active confirmed cases in motion
- Collaborated with teammates via GitLab, held weekly status calls to discuss, review and comment on code

### BoLT: Cryptocurrency Building on Local Trust

*9/2020-12/2020*

*Blockchain Ledger Team – Research Assistant*

- Developed a high throughput, low latency public ledger based on the HyperLedger fabric platform
- Created a client server that connects to public ledger channel using Node.js
- Developed Express server API that connects client server with public ledger and client mobile app backend
- Documented API endpoints and test cases on Postman using OpenAPI