

MENGYUAN (CHRISTY) REN

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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO **January 2021**

Master of Science in Business Analytics | Full-time | GPA: 3.82/4.00 | STEM Degree

BEIJING FOREIGN STUDIES UNIVERSITY, INTERNATIONAL BUSINESS SCHOOL, Beijing, China **June 2019**

Bachelor of Economics | Minor in Spanish and English | Overall GPA: 3.72/4.00

UNIVERSITAT DE BARCELONA, FACULTY OF ECONOMICS, Barcelona, Spain **January 2018**

Exchange Student, International Economics, fully funded by China Scholarship Council

PROFESSIONAL SKILLS

- **Machine Learning | Data Mining | Deep Learning | Text Mining | Data Structure and Algorithms**

- **Python:** Pandas, Numpy, Sklearn, Tensorflow, Keras | **R:** dplyr, tidyverse, Logistic Regression, Decision Trees, RandomForest, Xgboost, SVM, NN, XGBoost, Markdown | **Java:** Object Oriented Programming

- **Big Data and Cloud Computing:** MySQL, AWS, GCP, Spark, Hadoop, MapReduce, Impala, Hive, Bash, Cloudera, SPSS, Stata

- **Data Visualization:** Tableau, Power BI, HTML, CSS, JavaScript, WordPress

- **Analytics:** A/B testing, Google Analytics, SEO, Moz

EXPERIENCE

James S. McDonnell Foundation, St. Louis, MO **Oct 2020 – Present**

Data Analytics and Migration Intern

- Implemented ETL to migrate 10-year historical enterprise data to a new DB system using MySQL and Python
- Collaborated with the engineering team to redesign and optimize data indexing and cleaning efficiency
- Created scripts, workflows and templates to clean, integrate and migrate data, reducing project turnaround time by 66%
- Prepared and visualized analytics report using Tableau and SmartSimple to better track and understand grants

Function4, Pittsburgh, PA **Aug 2020 – Present**

Market Data Analytics Intern

- Explored over 400,000 rows of financial services events data to help match people with the right events on a weekly basis
- Drafted weekly analytics reports with key statistics of events category, company type, location, time, trends using Tableau
- Assisted the CEO and Marketing Manager to get insights about the event data and improved the marketing campaigns design
- Managed to persuade the Data Science team to move the local workbooks to Tableau Public for more interactive dashboards

Almost Home, St. Louis, MO

Website/Analytics Intern

Jun 2020 – Oct 2020

- Redesigned the website platform to support local young moms in need of housing and education, using CSS3 and HTML5
- Built real-time analytics reports using Google Analytics and increased the traffic by 100% by optimizing landing pages
- Independently improved website SEO by optimizing keywords, improving landing page visibility by 100%
- Designed new pages for the "Empower 2020" 24-hour virtual fundraising event and achieved the goal of \$150,000 donation

Royal Canin, St. Louis, MO

Jan 2020 – May 2020

Data Science Consultant, Center for Experiment Learning Practicum, Olin Business School

- Provided business insights to help formulate a data strategy for Royal Canin, a pet care company, to get an A rating
- Analyzed Royal Canin's 8-year ecommerce data from Petco and Chewy with 2M+ rows using Python and R
- Created a Python algorithm to identify subscribers to update the number of average subscriptions from 13 to 10 orders
- Calculated and visualized subcategories' churn rate, CLV, and sales trends with Python algorithms and Tableau for insights
- Built a machine learning model to plot the feature importance for subscriber acquisition and provided e-commerce advice

PROJECTS

Humana Healthcare Analytics Case Competition - Texas A&M University **Sep 2020 - Oct 2020**

- Led a team of 3 to build analytics model and business reports and reached top 50 amongst 500+ entries
- Engineered features with Random Forest, PCA and domain knowledge to reduce dimension from 848 features to 434
- Built XGBoost, Random Forest, and Lasso models with Python to predict the members with Transportation Challenge

Los Angeles Airbnb Data Analysis **Nov 2019 - Dec 2019**

- Analyzed Los Angeles Airbnb data for exploratory and predictive analytics and ranked top 3% of the final evaluation
- Manipulated listings and reviews data using Python Sqldf, Pandas, Numpy and created word clouds using NLTK
- Recommended the most profitable zones by visualizing the listings data by fitting a sklearn Random Forest

Chicago and Los Angeles Crimes Study **Nov 2019 - Dec 2020**

- Explored Chicago Crime data using impala and Hive on AWS Cloudera and wrote queries to answer business questions
- Visualized the critical statistics using Tableau by a breakdown of geography, time and categories for better insights

ACTIVITIES/INTERESTS

Teaching Assistant for Machine Learning | Big Data and Cloud Computing, Olin Business School **September 2020 - Present**

Interests & Languages: Tai Chi (Chinese Martial Art), Pipa (Ancient Flute); English, Chinese, Spanish, Greek, Catalan