

# DEVIN GU

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## LANGUAGES & SKILLS

**Languages:** R, Python 3.7, MySQL, Tableau, PowerPoint, C++, JavaScript, Mathematica, STATA, AMPL, ARENA, Teradata, Excel  
**Expertise:** Machine Learning, Statistical Modeling, Data Mining, Marketing Analytics, Forecasting, Optimization, Data Visualization  
**Skills:** Project Management, Stakeholder Management, Leadership, Non-Technical Stakeholder Communication, Problem Solving

## EXPERIENCE

**CIGNA, Miami, FL**

**May 2018 - Present**

*Data Scientist - Forecast and Analytics Team Lead*

- Designing innovative automated forecast ensemble algorithm including statistical and machine learning models such as ARIMA, Neural Net, Prophet and ETS, improving accuracy from 84.3% to 94.8 %
- Leading organization-wide forecast function, strategizing and revamping the standard operating procedure by integrating quantitative and qualitative forecast, managing to save \$2M inefficient resource management cost
- Directing team to augment campaign return of investment by predictive modeling (Lasso, Ridge, XGBoost) to classify the most profitable customers with highest propensity, remarkably upheaving marketing effectiveness and growth by 15%
- Unriddling complex customer purchasing and call behavior by clustering and pattern mining 1.5M observations based on 77 features, offering deep-dive insight to help senior management reposition customer-centric service strategy
- Influencing key stakeholders and senior management to adopt data science way of thinking and acting, translating staggering data science concepts to business intuition, doubling initiation of data science projects in past 6 months

**ANHEUSER-BUSCH INBEV, St. Louis, MO**

**Aug 2017 - Jan 2018**

*Analytics Consultant*

- Optimized fleet network strategy in R, designing a Monte Carlo simulation model with ten real-time parameters (e.g. gas price) to ameliorate fleet size, lane selection and reverse logistics decision, resulting in 21% transportation cost reduction
- Conveyed data-driven recommendation and insight to senior management, triggering company's decision in procuring 800 electric vehicles, a \$720M deal, in 2018
- Built Tableau storytelling visualization, narrowing gap between technical information and non-technical audience

## PROJECTS

- Walmart Sales Time-Series Forecast
- Ames Housing Price Prediction
- Movies Revenue Prediction
- Automatic Semantic Annotation
- IMDb Review Sentiment Analysis
- Recommendation System

## ACCOMPLISHMENTS

- Certified Project Management Professional (PMP)
- Certified Six Sigma Green Belt (ASQ CSSGB)
- Project of the Year - Boeing Center Symposium
- Certified Supply Chain Professional (APICS CSCP)
- Certified Management Accountant Part I (CMA)
- Certified in Production and Inventory Management

## EDUCATION

**UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, CHAMPAIGN, IL**

**May 2020 - March 2021**

**Master of Computer Science**

- **Current GPA:** 4.00
- **Leadership:** Founder of UIUC Computer Science Online Forum

**WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, ST. LOUIS, MO**

**Aug 2017 - Dec 2018**

**Master of Science in Supply Chain Management**

- **GPA:** 3.70 (45 credits earned; 36.5 credits required to graduate)
- **Leadership:** Co-Founder and President of APICS WashU Chapter

**BRANDEIS UNIVERSITY, WALTHAM, MA**

**Aug 2013 - May 2017**

**Bachelor of Science in Mathematics**

- Double Majoring Economics, Minorng Business