

Ding Luo

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SUMMARY OF QUALIFICATIONS

- Highly motivated professional with 2-year internship experience in **Business Intelligence**, **Data Science** and **Data Visualization**
- Exceptional communication skills and the ability to interact with both technical and non-technical audiences
- **Technical Skills:** SQL, R, Tableau, Python, JavaScript (D3, AngularJS), SSIS, HTML, CSS, SSAS, C++, MATLAB, Hadoop

EDUCATION

University of Washington, Information School Seattle, WA
Master of Science in Information Mgmt., Specialized in Data Science & Business Intelligence 2016-2018 (expected)

- **Relevant Courses:** Business Intelligence Systems, Customer Analytics, Interactive Information Visualization, Social Media Data Mining, Social Network Analysis, Machine Learning & Econometrics, Probability & Statistics, Database Mgmt.

Shanghai Jiao Tong University (SJTU) Shanghai, China
Antai College of Economics and Management, Bachelor of Business Administration in Operations Research 2014-2016
University of Michigan - SJTU Joint Institute, Minor in Electrical and Computer Engineering 2012-2014

PROFESSIONAL EXPERIENCE

PATH Seattle, WA
Monitoring, Evaluation, and Data Analysis Intern - BID Initiative Aug. 2017-Present

- Conduct statistical test on immunization data using Generalized Linear Mixed Model in R, with the results showing significant improvements in data quality and data use by New Electronic Immunization Registries in over 1000 health facilities in Tanzania
- Develop a systematic approach in Power Query to reshape multiple large data sets for modeling and visualization

Institute for Health Metrics and Evaluation (IHME) Seattle, WA
Graduate Research Student Assistant - Digital Data Representation June 2017-Sept. 2017

- Built Ensemble Methods using Random Forest for inferring demographics (age & race groups) from Twitter users' profile data
- Created six age models by different feature sets, and estimated accuracy, precision, recall, and F1 metrics for model selection
- Performed feature engineering by leveraging data processing techniques to domain knowledge (linguistic analysis on text data)
- Visualized results for Mobility Data by creating Web-Based Application of interactive China map using D3.js

Starbucks Seattle, WA
Data Analyst and Report Developer Intern - Global Store Development June 2017-Aug. 2017

- Identified business requirements, and defined metrics and KPIs with stakeholders for vendor performance analysis
- Reviewed data model, and retrieved data from multiple database systems by writing sophisticated queries in Oracle SQL
- Used LOD calculations in Tableau, created professional dashboards with Agile project management and delivered a refined reporting architecture with exhaustive documentation

IBM Shanghai, China
Business Analyst Intern - Global Business Services July 2015-Aug. 2015

- Reformed the client's express delivery business model from franchising to direct sales by implementing new IT applications in their route optimization process
- Took an in-depth study of client company's end-to-end time-based logistics management mode, launched a new index model based on business processes, and utilized MATLAB, C++ to improve the model accuracy to over 85%

RELEVANT PROJECTS

Customer Online Grocery Shopping Behavior Analysis - AmazonFresh, Seattle WA Jan. 2018-Present

- Analyze the relationship between density of offline grocery store and customers' adoption of online grocery shopping in 22 cities
- Create grocery store density models using location data pulled from Google Maps API, size, popularity and review data from Yelp Fusion API in Python, and visualize interactive store penetration map in Tableau

Business Intelligence Solution Design on Sales Data, Seattle WA Apr. 2017-May 2017

- Built a Dimensional Data Model ERD in SSMS based on star schema and product analysis requirements, created database objects like tables, views, procedures, triggers, and functions using T-SQL to provide structure and to maintain data efficiently
- Designed efficient ETL processes to move data through the data processing pipeline to meet the demands of the business use cases using SQL Server Integration Services (SSIS)

Twitter Sentiment Analysis on Movie Box Prediction, Seattle WA Apr. 2017-May 2017

- Fetched real-time Twitter data about one movie via Twitter Streaming API, and used Python packages (scikit-learn) to analyze the association between sentiment composition from Twitter users and box office records of the movie

Interactive Visualization of US Flight Map using D3.js, Seattle WA Jan.2017-Mar. 2017

- Built interactive visualization which showed 443,282 cases of US flight data in January 2016 including delay information of different carriers and airports for performance analysis
- Designed three types of visualization including flight map, bar charts, and calendar view for detailed analysis and dropdown to filter data on carriers and delay types