TIFFANY DINH

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PROFESSIONAL EXPERIENCE

Warner Music Group *Data Analyst, Quality Control*   Aug. 2022 – Aug. 2023

- Instituted data governance standards and protocols to reinforce data quality and integrity across 100B+ streaming and subscription data points
- Championed adoption of data governance best practices – define standards, build validation checks, and monitor KPIs to ensure data quality data products
- Drove development and implementation of a centralized data catalog, increasing data visibility by 30% and enabling self-service data discovery and data lineage across the organization
- Developed automated data quality checks pipeline using statistical profiling and data testing, leading to a 20% reduction in the workflow for escalating data issues for in-production products
- Conducted regular audits and data profiling to determine pattern and trend anomalies in data quality, resulting in a 35% decrease in data anomalies and outliers
- Managed meetings and maintained communication with cross-functional teams to drive projects forward and ensure alignment with organizational data policies and regulatory requirements

UCI Capstone Project – Ingram Micro *Student Data Scientist*   Jan. 2022 – June 2022

- Designed predictive models to rank vendors' purchase propensity to identify targeted sales campaign
- Investigated relationship and correlation between variables and analyzed vendors' purchase behavior and operational trends
- Evaluated model's performance using learning-to-rank and other metrics to determine optimal algorithm based on robustness, accuracy, and longevity
- Maximized model's performance by approximately 5% using hyperparameter tuning such as Logistic Regression, XGBoost, LightGBM, and Random Forest
- Presented findings and recommendations to the VP of Data Science to improve current propensity models and enhance sales targeting strategies

RELEVANT PROJECTS

Detecting Cells Infected with Malaria (*https://dinhtechdata.github.io/tabs/project1.html***)**   June 2022

- Leveraged deep learning algorithms to develop an image recognition model that identifies malaria infections in cell images with a 94% accuracy
- Designed deep neural networks with a large dataset (over 27,000 images) to improve malaria diagnostics

Flight Delay Prediction at JFK Airport (*https://dinhtechdata.github.io/tabs/project4.html***)**   May 2022

- Conducted exploratory data analysis and presented actionable insights for JetBlue and JetBlue's passengers to improve customer satisfaction and prevent profit loss for JetBlue
- Investigated relationships between variables that increased the likelihood of a JetBlue flight delay such as peak hours, day of the week, and month for flight delays

Predicting Hotel Class & Sentimental Analysis (*https://dinhtechdata.github.io/tabs/project2.html***)**   Dec. 2021

- Built supervised learning algorithms such as decision tree, random forest, and KNN modeling to predict TripAdvisor's hotel class ratings based on the reviews and amenities
- Engineered ETL pipeline to extract, transform, and load data for 500+ for exploratory, regression, and sentimental analysis to understand current market trends in the hospitality industry post-covid

EDUCATION

University of California, Irvine, Paul Merage School of Business *Irvine, CA*
Master of Science in Business Analytics   June 2022

Bachelor of Chemistry with a Concentration in Chemical Biology   June 2019

TECHNICAL SKILLS

Programming Languages: Python, R/RStudio, SQL, Mathematica, Git, HTML, CSS
Tools: Tableau, Alteryx, Snowflake, Jira, GitHub, Juypter Notebook, Google Colab, Excel/ Google Sheets
Certification: Data Science Team Lead (DSTL) Certificate