

# Wen Xiao

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## EDUCATION

### RYERSON UNIVERSITY

#### CERTIFICATE IN

#### DATA ANALYTICS, BIG DATA, AND PREDICTIVE ANALYTICS

Jan 2017 | Toronto, Canada

### THE CHINESE UNIVERSITY OF HONG KONG

#### PHD IN PSYCHOLOGY

Grad. Dec 2011 | Hong Kong

### PEKING UNIVERSITY

#### BS IN PSYCHOLOGY

Grad. June 2007 | Beijing, China

## COURSEWORK

### RYERSON UNIVERSITY

Data Analytics: Basic Methods

Introduction to Big Data

Data Organization for Data Analysts

Data Analytics: Advanced Methods

Big Data Analytics Tools

### COURSERA

Machine Learning by Stanford University

### DATAQUEST

Exploratory Data Visualization

Data Cleaning

SQL and Database

Natural Language Processing

Probability and Statistics in Python

Machine Learning in Python

Data Structures and Algorithms

## SKILLS

### PROGRAMMING

Python • R • SAS/SPSS • Matlab •

HTML/CSS • SQL • Shell • BASH

### DATA TOOLS

Tableau • Scikit-learn • Matplotlib •

Numpy • Pandas • XML

### ANALYTICAL TECHNIQUES

Cluster • Regression • Multivariate •

Segmentation • Machine Learning • Time

Series • Sentiment • NLP

## SUMMARY

Creative market analyst with applied statistical/data science experience. 3 years of experience in coordinating marketing strategies for luxury retail business. 2 years of programming experience using SPSS, R, Python. Graduate level of training in multivariate statistical techniques. Enthusiased in contributing business growth and acquiring new analytical techniques and software.

## PROJECTS

(click to view)

- Predict insurance renewal and develop an incentive plan maximizing net revenue
- Tag webpage based on url and html content
- Data manipulation and Exploratory Analysis with NYC high school data
- NYPD Motor Vehicle Collisions: Data visualization using Tableau
- Data Behind Bank Telemarketing: Predict customer response to bank direct marketing using Decision Tree, Naive Bayes, Random Forest; Identify key features of customers who are most likely to subsequently subscribe to term deposits using cluster analysis; Provide business insights and strategies based on the results

## EXPERIENCE

### TOM LEE MUSIC | MARKETING COORDINATOR

Dec 2014 – Aug 2017 | Toronto, ON

- Analyzed factors that contributed store traffic and planned store promotions and events to increase traffic and customer contact database
- Planned and implanted promotional campaigns and offsite events, e.g., Canadian International AutoShow, Markham Music Festival, gala dinner
- Updated company website event page using html and increased traffic by 50%
- Managed and improved lead generation campaigns (online and offline activities) and measured lead effectiveness and quality
- Built a relational database using Access for a contest

### UNIVERSITY OF TORONTO | POSTDOC RESEARCHER

Jan 2012 – Dec 2013 | Toronto, ON

- Used Eye-tracking technology to study how human scan faces during face recognition
- Conducted multivariate statistical analyses using SPSS, R, and Matlab
- Collaborated with team members to identify research objective and present findings in international conferences and workshops

### THE CHINESE UNIVERSITY OF HONG KONG

#### TEACHING ASSISTANT

Sep 2007 - Aug 2011 | Hong Kong

- Taught undergraduate courses and led tutorial on applied statistics in psychology and basic learning processes
- Consistently received student evaluation in the 90th percentile