Jialin Shang

Cambridge/MA • sarashang108@gmail.com • 857-919-8978 • https://www.linkedin.com/in/jialinshang/

EDUCATION

Brandeis International Business School   **Waltham, MA**
Master of Science in Business Analytics (STEM-Designated) - GPA: 3.8   **Aug 2021- Dec 2022**
Relevant Coursework: Analyzing Big Data, Machine Learning, Marketing Analytics, Econometrics, Time Series Modeling

Rutgers University   **New Brunswick, NJ**
Bachelor of Science in Business Analytics and Information Technology - GPA: 3.77   **Aug 2016- Jun 2020**

TECHNICAL SKILLS

- **Technical**: Python (Pandas, Scikit-learn), SQL, Tableau, Power BI, MS Excel, R, Google Analytics, A/B Testing
- **Machine Learning**: Predictive Modeling, Regression Analysis, Data Extraction, Transformation, and Cleansing

PROFESSIONAL EXPERIENCE

APPLICA Solutions   **Marlborough, MA**
Data Analyst   **Feb - Present 2023**

- **Data Integration & Cleansing:** Executed the extraction, cleaning, and preprocessing of data from diverse sources using Python and SQL, ensuring accuracy and a unified reporting environment
- **Data Modeling & Insight Generation:** Leveraged machine learning techniques (K-means) and dimensionality reduction (PCA) to derive crucial insights, refining customer segmentation and bolstering marketing strategies
- **Dashboard & Report Development:** Crafted interactive dashboards in Tableau and PowerBI, delivering visually compelling and intuitive insights tailored to stakeholder needs
- **Data Analysis & Stakeholder Collaboration**: Worked alongside marketing and sales departments to refine data-driven marketing strategies, resulting in a 25% improvement in conversion rates
- **Operational Efficiency:** Designed and integrated a customer segmentation framework within the CRM, slashing labor-intensive processes by 31%

Data Analyst Intern   **Jul - Aug 2022**

- **Data Extraction & Modeling**: Employed SQL queries for comprehensive data retrieval, setting the stage for logistic regression modeling in Python which predicted house sale probabilities with an impressive AUC score of 0.92
- **Strategic Implementation:** Unveiled ten pivotal factors shaping selling behaviors, leading to tailored marketing campaigns and a notable 16% profit surge

CreditEase Wealth Management Co., LTD.   **Shanghai, China**
Investment Strategies Assistant Intern   **Jul - Oct 2020**

- **Data-Driven Strategy & Analysis**: Collaborated with the strategy team to employ the ARIMA model for forecasting stock price movements, utilizing R-studio for advanced data analytics
- **Marketing research:** Conducted market research for the stocks and bond at wealth management industry for 20 years
- **Content Contribution & Impact:** Authored and published guidelines on investment strategies on the company website, drawing an 18% uptick in page views, exemplifying effective communication of complex data insights

ACADEMIC PROJECT EXPERIENCE

Brandeis International Business School   **Waltham, MA**
Sentiment and Text Analysis for Oculus Quest 2   **Sep – Dec 2021**

- **Data Scrapping & Preprocessing:** conducted the extraction of customer reviews using Beautiful Soup and Selenium, followed by advanced text preprocessing with NLP techniques
- **Advanced Data Analysis:** Built a sentiment analysis system using machine learning, translating textual data into quantifiable sentiment scores
- **Visual Storytelling:** Designed an interactive visualization dashboard to intuitively display sentiment distributions, top keywords, and consumer insights

42 North Dental   **Waltham, MA**
A Business Analytics Approach to Patient and Operational Data   **Sep – Dec 2022**

- **Data Management & Cleansing:** Processed over half million patient records, focusing on data accuracy through missing value imputation, outlier removal, and data merging
- **Predictive Modeling & Analysis:** Employed machine learning models such as KNN and random forest to gauge patient loyalty probabilities
- **Data Visualization & Insights:** Leveraged Tableau to develop dashboards that highlighted the correlation between various factors and patient outcomes, simplifying complex data points for diverse audiences