

# Xueyue Xiao (Ellen)

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## SKILLS

- **Python**  
(Pandas, PySpark, NumPy, scikit-learn, TensorFlow)
- **SQL**
- **Airflow**
- **AWS**  
(S3, Redshift, EC2)
- **Databricks**
- **Tableau**
- **GitHub**
- **SAS**
- **HTML5/CSS3/JavaScript**
- **Project Management**

## EDUCATION

Boston University

- M.A. in Economics
- 09/2018 - 01/2020

Shanghai University of Finance and Economics

- B.A. in Economics
- 09/2014 - 06/2018

University of Wisconsin-Madison

- Exchange Student
- 09/2016 - 05/2017

## EXPERIENCE

**Data Science Analyst II**

03/2022 - Present

**Data Science Analyst**

03/2021 – 03/2022

Tatari, Inc

San Francisco, CA

*Tatari is a data and analytics company focused on buying and measuring ads across TV and streaming platforms.*

- Developed and automated web traffic analysis using Python, Airflow, and AWS, resulting in a 400% increase in efficiency for clients' onboarding and post-launch data review.
- Boosted anomaly detection rate by 500% by implementing and automating a Deep Learning-based detector, streamlining the process and increasing efficiency. Led and coordinated efforts between the Data Science and Engineering teams to achieve this goal.
- Enhanced audience targeting accuracy by 80% through the creation of custom reports in Tableau. These reports effectively analyzed network performance, network rotation genre, and optimal bidding rates, resulting in an improvement of the overall targeting strategy.
- Developed and managed an in-house JIRA ticket submission and triaging system using Python, HTML, and JavaScript. This solution effectively automated the creation, triaging, and labeling of requests, resulting in a reduction of over 10 hours per week for all teams involved.
- Initialized and managed the transition of the Data Science team from utilizing EC2 and Redshift to Databricks and Spark.
- Enhanced key metric accuracy by 50% and improved client retention by resolving data anomalies. Utilized analytical skills to investigate underlying causes of anomalies and implement appropriate solutions.
- Mentored junior analysts and interns to enhance knowledge of analytical tools as well as improve onboarding time by 25%.

**Clinical Data Manager**

02/2020 – 03/2021

Worldcare Clinical, LLC

Boston, MA

*Worldcare Clinical is an independent CRO dedicated to imaging in clinical trials.*

- Directed and led data management aspects of WCC clinical trials, including consulting with external statistical consultants.
- Achieved over 4 hours of daily time savings by creating SAS programs that pulled clinical trial data through system APIs and standardized formats for SAS users in the company.
- Conducted descriptive analysis of reader agreement and correlation using kappa and correlation coefficient statistics.