CHEN GAO

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Highly motivated professional, effective in fast-paced work environments. Adept at transforming complex business problems into data-driven solutions that support compelling management conclusions. Effective at synthesizing information into actionable insights fulfilling business needs.

- Business Analysis
- Project Management
- MS Office, Tableau

- Statistical Analysis
- ETL, Data Management
- Redshift, Oracle, Teradata

- Exploratory Analysis
- Data Visualization
- SQL, SAS, Python

SELECTED PROFESSIONAL EXPERIENCE

AMAZON (World Headquarters), Seattle, WA

Business Intelligence Engineer III   April 2019 – Present
- Work as BI lead in Alexa Shopping marketing team and conduct series of business analysis and A/B testing that drive strategic decisions on multiple features.
- Build the first org-wide nomenclature (i.e., 22 variables) that accommodates all known marketing channels and annotates meaningful characteristics, establishing a foundation for granular attribution, reports and optimization by retrofitting over 12k campaigns.
- Build the first attribution models in Alexa org that connects offline and online marketing activities with customer engagements using multi-touch (i.e., even distribution and time decay) and global control.

Business Intelligence Engineer II   February 2017 – March 2019
- Worked in Alexa Skillstore team and focused on Alexa monetization skill products as single BI POC;
- Conducted business analysis that drove strategic decisions and process improvements; provided business insights and recommendations for product updates; performed in-depth analysis in identifying the root cause of key business issues.
- Managed multiple projects in parallel and carry out ad-hocs and research requests from business partners.
- Built and automated reporting dashboards; enabled ten-fold increase in efficiency of multiple workflows.
- Worked as Data Engineer that maintained and managed 60+ data pipelines in Redshift clusters.

HERTZ (World Headquarters), Estero, FL

Senior Pricing/Data Analyst   September 2016 – February 2017
- Queried across a variety of data and implementing mix optimization plan with KPIs in SAS, Microsoft SQL Server and Teradata to perform real time and historical analysis across the portfolio of Hertz brands.
- Partnered with many different areas of the Hertz business, including Finance, Fleet, and Pricing, to ensure timely and accurate analysis around business area performance for senior management.
- Trained new members of the analytics team in the best analytical practices and car rental industry metrics.
- Developed Forecast Validation Tool report, Rate Dashboard and Segment Dashboard using pricing systems, SAS, Tableau and VBA for a department of 100+ people, including senior management.

Pricing/Data Analyst   December 2014 – August 2016
- Collaborated with associates from Hertz Partners to create reports that integrates fleet and rental information for overall data management and created new metrics like ACD and RACD.
- Developed and set up dynamic, automated reporting around various strategic initiatives, creating clarity around effectiveness tests and products using data visualization tool, including Tableau and Looker.
- Personally selected by Executive Vice President for Hertz Upsell Project; used SAS, Tableau to test price points over time at different locations and optimize price using multi-linear regression model.

EDUCATION

Columbia University, New York   May 2013
Master of Science - Actuarial Science

Jilin University, Changchun, China   June 2011
Bachelor of Science - Mathematics and Applied Mathematics