

Experienced data professional with rich background in data analytics/science, database management, and quantitative finance.

EXPERIENCE

Data Analyst, Colorescence (Physician recommended luxury skincare startup), Carlsbad, CA 07/2018 - Present

- Data Pipelines – Developing and maintaining a relational data warehouse with 300+ tables; ETL across vendors (Sailthru, Salesforce) using Python and shell scripts; Monitoring, troubleshooting, and debugging dataflow issues
- Reporting – Build interactive product metrics visualizations, ROI tracking on a BI platform (Looker) as the backend SQL developer; Conduct ad-hoc analysis and deliver maximum business impact through expert understanding of the business and data structure
- B2C/B2B – Compare customer life time value against acquisition channel/product for marketing budget allocation; Determine subscription interval options based on past re-ordering patterns for subscription program on company website, which increased repurchase rate by 7% and enhanced capacity planning; designed and conducted A/B testing on email campaigns to find the best combination of high conversion and high average order value
- Modeling/Testing – data mining and sales forecasting project using Python (Pandas, NumPy, matplotlib, SciPy, sklearn); Product launching clinical studies: conduct 100+ stat tests on 158 pairs of patients and practitioners' data to tell the product story, leverage logistic regression to predict customer satisfaction across cohorts using R; product recommendation algorithm: identified and ranked all product-basket combinations using Python, to be use as a reference for introducing best-suited products

Quantitative Analyst (Capstone Project), QRT (quant hedge fund of Credit Suisse), San Diego, CA 09/2018 – 12/2018

- Utilize macroeconomic features to develop signal trading strategies by machine learning algorithms (neural network, XGBoost)

CRM analytics Intern, Solid Professor (online learning platform), San Diego, CA 06/2018

- Data migration from Salesforce into Google Sheets using APIs; developed CRM solutions based on Sales Rep performance

Credit Analyst Intern, Cinda New Wealth Asset Management Co., Beijing, China 06/2017 - 08/2017
(one of the oldest & largest asset management firms in China, \$186 billion Assets)

- Using Python, I designed an independent project to automate and accelerate the financial reporting process, which can generate hundreds of valuation statements within one click, a workload used to take about 10 hours per month to finish
- Analyzed and determined, for a property rent and management fee revenue ABS, the senior /subordinated credit tranches

Financial Analyst Intern, GF Securities (IBD department ranked 1st, overall ranked 3rd across the industry), China 01/2016 - 03/2016

- Introduced over-the-counter offline allotment and performed the initial/accumulative bidding price inquiry to investors
- Assessed risk exposure of client portfolios, conducted due diligence research, filled in the daily product valuation report

EDUCATION

M.S., Finance (STEM, with emphasis in data science), University of California San Diego 08/2017 - 12/2018

- Data Science Using Python, Big Data Analytics, Supply Chain Analytics, Business Forecasting, Advanced Risk Management

B.S., Accounting, North China Electric Power University, Beijing, China 09/2012 - 06/2016

2014 Spring Term, University of California Berkeley (Statistics & Economics & Managerial Accounting) 01/2014 - 05/2014

TECHNICAL SKILLS

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|--------------------------|---|
| ETL and Database: | Cloud computing platforms (Amazon AWS and S3), Hive, Apache Airflow, Pentaho Data Integration |
| Programming languages: | Python, SQL, R, MATLAB, SAS, HTML/CSS, UNIX/Linux shell scripting |
| Data Analytics/BI tools: | Looker, Tableau, Google Analytics, R Shiny, Excel, Salesforce, Sailthru, Tealium |
| Data science: | Data mining, statistical testing, predictive modeling (regressors, classifiers, machine learning) |

PROJECTS & COMPETITIONS

Kaggle Competition -- Quantitative Analysis & Housing prices prediction 06/2018

- Identified and visualized significant variables (listing price/days, inventory) for predicting housing price
- Ranked 1/28, achieved by features engineering, PCA, stacked regression, and machine learning models (Random Forests, SVM)

Littlefield Technologies Simulation Competition 02/2018

- Received 1st place in this MS Business Analytics program supply chain and operations management competition
- Combining techniques from capacity planning, demand forecasting, and operations simulation to achieve maximum profit