

# Nikki (Shizhang) Tian

LinkedIn  Github 

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Data professional with robust experiences in data analytics/science, risk management, and quantitative finance.

## EXPERIENCE

**Business Analyst 2**, ID Analytics, a NortonLifeLock Company, San Diego, CA 03/2019 - Present

- Quantitative Analysis/Modeling – Access 15+ fraud and credit products ROIs on million record datasets to market product and promote sales; translate dollars saved from implementing solutions using advanced analysis (waterfall/swap strategies, FDR/KS statistics, case studies); find the best product bundle combinations and marginal benefit by leveraging machine learning algorithms (decision tree, XGBoost)
- Process automation – Develop and test new tools (Python scripts) to scale and automate the retrospective testing process, which accelerated the pipeline by 10 hours per project; build production monitoring and performance tracking dashboards in BI platforms to replace manual quarterly reports
- Product Support – Answered client questions regarding data quality, reject inferencing, score distribution shifts/stability, recommend industry best practices and score cuts
- Sales Support – Partnering with marketing and account managers on fulfilling and upgrading major deals, hosting pre-sale calls on testing designs; clients includes 4 leading telecom carriers, 10+ financial institutions, and 10+ e-Commerce lenders

**Data Analyst**, Colorescience (Professional skincare startup), Carlsbad, CA 07/2018 - 03/2019

- Data Pipelines – Developed and maintained a relational data warehouse with 300+ tables; ETL across vendors (Sailthru, Salesforce) using Python and shell scripts; Monitoring, troubleshooting, and debugging dataflow issues
- Reporting – Built 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 – Compared 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+ statistical 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

**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 1<sup>st</sup>, overall ranked 3<sup>rd</sup> 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**, 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 & S3), Hive, Spark, Pentaho Data Integration                |
| Programming languages:   | Python, SQL, R, Git, UNIX/Linux shell scripting, MATLAB, SAS, HTML/CSS                            |
| Data Analytics/BI tools: | Looker, Tableau, Google Analytics, R Shiny, Excel, Salesforce, Sailthru, Tealium, QlikView        |
| Data science:            | Data mining, statistical testing, predictive modeling (regressors, classifiers, machine learning) |