

## Nikki (Shizhang) Tian

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Data professional with over 3 years of work experience in SaaS/tech, e-commerce, and finance industries. Proficient in data engineering, business analytics, experimental design, and statistical modeling. Master best practices and technologies quickly and independently. Strong communicator and team player ready for new challenges.

## EXPERIENCE

**Business Analyst II, ID Analytics, a LexisNexis Risk Solutions Company** (previously Norton LifeLock), San Diego, CA 03/2019 – Present

Serve as go-to product expert and statistical modeler for top 10 strategic clients across wireless, finance, auto, and e-Commerce industries.

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|--------------------------------|--|
| Quantitative Analysis/Modeling | <ul style="list-style-type: none"><li>Create 15+ new analysis templates to translate product performance tailored to business needs and client goals</li><li>Quantify and optimize custom model performance lift through advanced statistical analysis (metrics, swap analysis, waterfall strategies) and machine learning algorithms (XGBoost)</li></ul>  |
| Product/Sales Consulting       | <ul style="list-style-type: none"><li>Actively participate in client's risk model build process to offer guidance, deliver analytics consulting, improve product adoption rate and scale revenue</li><li>Partnering closely with sales on fulfilling, maintaining, and upgrading 30+ major deals with \$34MM in annual revenue</li><li>Support clients on topics covering portfolio management, reject inferencing, production output monitoring/validation</li><li>Manage fully loaded project single handedly and receive outstanding performance rating as the only person in the team for 4 months when 3 others were absent and Company was under a hiring freeze</li></ul> |
| Operations Automation          | <ul style="list-style-type: none"><li>Develop and test tools to scale and automate our team's operations function, accelerating the pipeline by 10 hours per project</li><li>Implement dashboards as backend business intelligent (SQL) developer functions which cut processing time by 50%</li></ul> <p>Main tech stack: Python, bash scripting, CLI, Git, IntelliJ IDEA, Spark, Looker, MySQL</p>   |

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

Took end-to-end responsibility for the entire data function as an essential player of the team who delivered 40% YOY revenue growth.

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|--------------------------|--|
| Data Pipelines/Reporting | <ul style="list-style-type: none"><li>Developed and maintained a PostgreSQL data warehouse with 300+ tables and millions of entries hosted on AWS</li><li>Built-up an ETL solution across vendors while monitoring, troubleshooting, and debugging dataflow issues</li></ul>   |
| Web/marketing analytics  | <ul style="list-style-type: none"><li>Calculated and optimized subscription interval options based on re-ordering patterns for customer loyalty program, which increased repurchase rate by 17% at 4 months</li><li>Advised marketing budget allocation by gauging customer lifetime value (LTV) against acquisition cohorts</li></ul>   |
| Statistical testing      | <ul style="list-style-type: none"><li>Designed and optimized weekly email campaign A/B tests to improve acquisition, conversion, and average order value</li><li>Conduct 100+ bio-statistical tests on 158 pairs of patients and practitioners' data to demonstrate product effectiveness and support white paper</li></ul>  |
| Modeling/forecasting     | <ul style="list-style-type: none"><li>Owned and launched product recommendation algorithm, which identified and ranked all market basket combinations, to support decisions in promotion and pricing strategies</li><li>Established the baseline regression model for sales forecasting and improved further by feature engineering</li></ul> <p>Main tech stack: PostgreSQL, Looker, Python, R, Bitbucket, AWS RDS, Pentaho Data Integration, REST APIs</p> |

**Data Scientist project Intern, QRT** (quant hedge fund of Credit Suisse), San Diego, CA 09/2018 - 12/2018

- Leveraging large macro and text datasets to develop signal trading strategies by machine learning algorithms (neural network, decision trees)

**Quantitative Analyst Intern, Cinda New Wealth Asset Management Co.**, Beijing, China 06/2017 - 08/2017

- Created and implemented a Python automation 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

## TECHNICAL SKILLS

ETL and Database:	Cloud computing platforms (AWS RDS, EC2, S3), Hive, Hadoop, Spark, Pentaho Data Integration, data encryption
Programming:	Python, SQL, R, Git, UNIX/Linux shell scripting, MATLAB, SAS, HTML/CSS
Data Analytics/BI tools:	Looker, Tableau, Google Analytics, R Shiny, Excel, Salesforce, Mailchimp, Sailthru, PowerBI
Data science:	data mining, statistical (A/B) testing, predictive modeling (regressors, classifiers, machine learning)

## EDUCATION

**M.S., Finance (Financial Mathematics)**, 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

**Academic Program**, University of California Berkeley (Statistics & Economics & Managerial Accounting) 01/2014 - 05/2014