

Nikki (Shizhang) Tian

LinkedIn  Github 

 (858) 285-0493 |  shizhangtian@gmail.com |  hcraangel.github.io/

Experienced data professional with 3+ years of experience providing technical/analytical consulting to marketing, product, supply chain, and sales functions in SaaS, e-commerce, and finance industries.

EXPERIENCE

Business Analyst II, ID Analytics, a LexisNexis Risk Solutions Company (previously NortonLifeLock), 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 tools (Python scripts) to scale and automate the retrospective testing process, which accelerated the pipeline by 10 hours per project; build production monitoring and KPI tracking dashboards in BI platforms to replace manual quarterly reports
- Product Support – Answered client questions regarding data quality, reject inferencing, score distribution stability/shifts, recommend industry best practices in optimizing strategies and setting score cuts
- Sales Support – Partnering with sales directors 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

Main tech stack: Python, Jupyter Notebook, bash scripting, Linux, Git, IntelliJ IDEA, Spark, Looker, MySQL

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, CrowdTwist) through APIs; 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 Marketing – 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 product bundles

Main tech stack: PostgreSQL, Looker, Python, R, Bitbucket, AWS RDS, Pentaho Data Integration, REST APIs

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

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

Salesforce Developer 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

Quantitative 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, 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

TECHNICAL SKILLS

ETL and Database:	Cloud computing platforms (AWS RDS, EC2, S3), Hive, Hadoop, Spark, Pentaho Data Integration, PostgreSQL
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)