Nikki (Shizhang) Tian

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

EXPERIENCE

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

- Quantitative Analysis/Modeling – Access 15+ fraud and credit risk solutions ROIs on million record datasets to market product and promote sales; translate business value using advanced analysis (waterfall/swap strategies, FDR/KS statistics, case studies); find the best product bundle combinations and marginal benefit leveraging algorithms (decision tree, XGBoost)

- Process automation – Develop and test new tools written in Python for the retrospective testing process, which accelerated pipeline by 10 hours per project; build production monitoring and performance tracking dashboards in BI platforms (Looker/QlikView) to replace manual quarterly reports

- Product Support – Answer client questions regarding data quality, reject inferencing, score shifts/stability, recommending best practices and score cuts

- Sales Support – Partnering with marketing and account managers on fulfilling and upgrading major deals throughout the sales cycle, 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 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

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

TECHNICAL SKILLS

ETL and Database:	Cloud computing platforms (Amazon AWS & S3), MySQL, Hive, Spark, Pentaho Data Integration
Programming languages:	Python, SQL, UNIX/Linux shell scripting, R, Git, 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)