Cici Chen

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SUMMARY

Self-motivated, detail-oriented senior analyst with *4.5+* years of industry experience in data analytics, marketing & product growth, ad-tech, and Finance at big tech firms. Demonstrated problem-solving and cross-team communications in turning ambiguous inquiries into concrete solutions. Led new hires to track challenges and improvements

SKILLS

- *Programming:* SQL(joins, lags, subqueries, ctes, etc.), R(ggplot2, dplyr, glmnet, shiny, etc.), Excel (pivot table, vlookup), Python(matplotlib, numpy, pandas in Jupyter), SAS(Certified in Advanced/Statistical Business Analyst)
- *Tools:* Tableau, Google Studio, Looker, Power BI, Mode, Amplitude, Comscore, Airflow, Redshift, Athena, S3, DBT
- *Statistics:* Hypothesis Testing, A/B Testing, Sampling methods, Experimental Design, ANOVA
- *Machine Learning:* Regression, Decision Tree, Random Forest, PCA, SVM, KNN, Clustering, Regularization

EXPERIENCE

Amazon.com, Inc., Amazon Web Services   **Remote, CA**
Business Intelligence Engineer II, Infra Supply Chain Automation   **1/2022 – Present**
- Led and owned *3+* impactful reports across *700+* people org, drove supply-demand stability, resources delivery, and dived root causes for outages to improve cost efficiency in *125+* AWS data centers
- Collaborated with *10+* non-tech stakeholders, explored warehouse to gather appropriate source tables, translated ambiguous business questions into concise SQL queries, and visualized KPIs with clean tooltips in Tableau reports
- Optimized existing *40+* dashboards by writing reproducible codes, refining outdated logic in ETLs, designed self-served customizations and automation, and created a centralized wiki widely adopted by other teams
- Trained *3+* new hires, built the team to support senior leaderships, and consistently exceeded expectations in reviews

SchoolCare, Inc., formerly CareDox   **New York, NY**
Data Analyst, Product Insights in healthcare industry   **6/2020 – 12/2021**
- Attracted *~15%* more clients by analyzing *2B+* data in EHR platform, accessed Covid-19 dataset to diagnose long-term risk trends, and researched social and mental health reasons linked to chronic conditions
- Improved *~18%* SQL queries efficiency, obtained *~26%* more sales via HubSpot A/B testing and ad-hoc analysis, and translated media survey into lasting school partnerships through acquisition, engagement, and retention funnels

PROJECTS

Interactive Visualization: Resources Awareness Metrics and Goals Tracking *@AWS*
- Consolidated *7+* tables using SQL, defined *6+* key metrics to evaluate demand and supply performance including launch timeline by phases, on-time v.s. late rates, and rolling comparisons against the goal in report automation
- Increased resource coverage from *42%* to *99%* (*>95%* target), unblocked constraints by identifying non-compliance data and informing owners for prompt resolutions, and facilitated smooth progress
- Sliced complex concepts into simple layers with clear diagrams, proactively highlighted missing components, and ensured scalability for future iterations, supporting goal tracking with *100+* DAUs(Daily Active Users) across the org

Abnormality Detection: BI Solution for Metric-Based Threshold Alarming *@AWS*
- Captured *8+* large-scale abnormal fluctuations by monitoring hourly production variance, determined appropriate threshold and severity from backtesting, and played a major role in influencing software-based alerts in 2023
- Reduced *~15%* downtime by vending last-valid values for science models, addressed frequent outage errors, detected missing values, source switches, and outliers in upstream services, and improved data reliability

Machine Learning Algorithm: Decision Tree Classification Application in Healthcare *@SchoolCare*
- Achieved a *94%* accuracy in pre-classifying students' health conditions into Green/Yellow/Red risk zones using R, and initiated a critical step toward future automation based on given symptoms
- Cut review time by *1* week per month on average through pilot tests, validated high-risk students by training medical professionals to use model-based spreadsheets, and simplified the manual categorization

Marketing Mix/Multi-Touch Attribution Models: Advertising Response Measurement in AdTech
- Built *6+* models using *500,000+* data by evaluating advertising channels such as emails, social media, display, and direct mail along with advertising effects to identify cause-and-effect sales-customer reactions relationships
- Designed R Shiny App to visualize the results of advertising testing methods such as hold-out and last-touch tests

EDUCATION

Columbia University – M.A. in Statistics | GPA: 3.70/4.00 – New York, NY   **12/ 2019**
Baylor University – B.B.A. in Marketing | Dean's Honor List | *Cum Laude* | GPA: 3.88/4.00 – Waco, TX   **12/ 2017**