Cici Chen

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SUMMARY

4 YOE motivated, detail-oriented, and responsible senior analyst with industry experience in analytics, product growth, marketing, business intelligence, and statistics at tech firms. Led new hires to track challenges and improvement areas. Demonstrated problem-solving and cross-team communication skills in turning ambiguous inquiries into concrete solutions.

SKILLS

- Programming: SQL(joins, windows, ctes, etc.), R(ggplot2, dplyr, glmnet, shiny, etc.), Excel (pivot table, vlookup), Python(matplotlib, numpy, pandas), SAS(Certified in Advanced/Statistical Business Analyst)
- Tools: Tableau, Quicksight, Looker, Mode, Airflow, Redshift, Athena, S3, Databricks, DBT, Google Analytics
- 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., AWS   **Remote, CA**
Business Intelligence Engineer II, Infra Supply Chain Automation   **01/2022 – Present**
- Led and owned *5+* impactful reports yearly, conducted *2+* power utilization research projects, and optimized existing *40+* dashboards incrementally by refining outdated logic and enhancing backend queries
- Collaborated with *10+* non-tech stakeholders to gather data and drive stability, delivery speed, and cost efficiency for *125+* data centers during peak power usage, and dived root causes for org goal tracking and leadership review
- Trained *2+* new hires, created a centralized team wiki, introduced a widely adopted SOPs, and promoted in *1.5* years

SchoolCare, formerly CareDox   **New York, NY**
Data Analyst, Product Insights   **06/2020 – 12/2021**
- Attracted *~15%* more clients and cut operating costs by analyzing *2B+* data, accessed the Covid-19 dataset to diagnose risk trends, and researched social and mental health reasons linked to chronic conditions
- Improved SQL queries efficiency by *~18%*, obtained *~26%* more deals via HubSpot A/B testing and ad-hoc analysis, and translated survey data into lasting school partnerships through acquisition, engagement, and retention funnels

PROJECTS

Interactive Visualization: Resources Awareness Metrics and Goals Tracking *@AWS*
- Consolidated *7+* data sources 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 Tableau
- Increased resources coverage from *62%* 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 layers using clean diagrams, highlighted absent devices, and reserved expandability for accommodating future component types and granularity levels required by the business in the dashboard

Anomaly Monitor: BI Solution for Power Draw Metric-Based Threshold Alarming *@AWS*
- Captured *8+* large-scale abnormal fluctuations by normalizing 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 run-time 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/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   **2/2020**
Baylor University – B.B.A. in Marketing | Dean's Honor List | *Cum Laude* | GPA: 3.88/4.00 – Waco, TX   **12/2017**