

Cici Chen

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• [LinkedIn.com/in/iamcici/](https://www.linkedin.com/in/iamcici/) • [Github.com/iamcici0424](https://github.com/iamcici0424) • [Project Portfolio](#)

EDUCATION

Columbia University – New York, NY	12/2019
Master of Arts in Statistics GPA: 3.7/4.0	
Courses: Advanced Data Analysis, Applied Data Science, Linear Regression, Sample Survey Analysis	
Baylor University – Waco, TX	12/2017
Bachelor of Business Administration in Marketing Dean's Honor List / <i>Cum Laude</i> GPA: 3.88/4.00	
Courses: Digital Marketing, Marketing Research/Analytics, Consumer Behavior, Leadership and Engagement	

SKILLS

- Programming/Tools: SQL, R (ggplot2, dplyr, glmnet, shiny, etc.), Excel (Pivot Table, Vlookup), SPSS, Python (Matplotlib, NumPy, pandas, etc.), Tableau, SAS, Jira, Asana
- Certifications: Google Analytics, CITI Researcher, SAS Advanced/Statistical Business Analyst, Hootsuite Platform
- Machine Learning: Decision Tree, Random Forest, PCA, SVM, Logistic Regression, KNN, Clustering, Regularization

EXPERIENCE

SchoolCare , formerly CareDox	New York, NY
Data Analyst, Product Insights	06/2020 – Present
<ul style="list-style-type: none">• Attracted ~15% more clients and reduced ~33% operating cost by analyzing ~350+ tables with ~2B+ data and producing data-driven recommendations, maintained Covid-19 dataset to diagnose potential risk and trends, and researched social and mental health reasons behind chronic conditions in nurse notes• Improved SQL queries efficiency by ~18%, tracked 10+ KPIs from Electronic Health Record platform, conducted the statistical analysis, prioritized data goals across teams, and built dashboards to maximize product performance• Obtained ~26% more deals by examining sales velocity from HubSpot, quantifying survey results to build long-term school partnerships in our marketing funnels through acquisition, engagement, and retention	
Columbia University	New York, NY
Associate/Data Science Consultant, Quantitative Methods in the Social Science	09/2019 – 06/2020
<ul style="list-style-type: none">• Debugged issues in SQL and R for up to 20+ graduate students weekly, and assisted them with data-related topics including regression, hypothesis testing, sampling methods, and different machine learning algorithms• Received a high rating from the students through introducing user-friendly programming, summarizing pros/cons of different testing methods, providing one-on-one coding support for the students who lack data backgrounds	
New Global Systems for Intelligence Transportation Management	Florence, KY
Marketing and Accounting Assistant	02/2018 – 05/2018
<ul style="list-style-type: none">• Increased reach and conversion by ~10% through 4Ps, A/B Testing, SMART/SWOT Analysis, and Search Engine Optimization, adjusted business strategies, and identified potential opportunities with market insights in weekly reports• Evaluated 15+ campaigns of digital marketing data, assessed the records of 10+ key metrics from the past campaigns to drive new acquisition, integrated 4 proposals on traffic simulation software, and developed dashboards in CRM	

PROJECTS

Marketing Mix/Multi-Touch Models: Advertising Response Measurement in AdTech

- Evaluated the effectiveness of different advertising channels such as emails, social media, display, and direct mails by building 6+ Marketing Mix Models (MMM)/Multi-Touch Attribution Modeling using 500,000+ data along with advertising effect to identify the cause-and-effect relationships between sales and customers' reactions
- Increased the interactive application of the report by designing R Shiny App to visualize the results of advertising testing methods such as hold-out test and last-touch analysis

Applied Data Science: Image Recognition With 10 Machine Learning Techniques

- Proceeded 70,000+ images with 'data.table', reduced the dimension from 28x28 to 7x7, and classified the images by 10 models such as Neural Network, Logistic Regression with Lasso, KNN and Random Forest with 80+% accuracy
- Defined a score function to evaluate classification models based on the proportion of training set, computing time, and test error, then summarized model performances under different circumstances in dashboards

Data Visualization: Workforce HR Evaluation with R, Tableau

- Extracted 100,000+ data from 10+ tables, visualized ER Diagram with 'datamodelr' to display the relationships among employees' information, and animated the story with dashboards for better interpretation and presentation
- Explored the association between gender and their average rate, observed the discipline of the hiring season, predicted the new quota for sales by linear regression, and delicated those results by Tableau and 'ggplot2' graphs