Icey (Bingning) Xue

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SUMMARY

An emerging Data Scientist with 2yr of experience in data modeling, adept at transforming datasets into business insights.

- **Specialties:** Machine Learning (sklearn, TensorFlow, PyTorch), Statistical Exploration (A/B Testing, Time Series), Database Management (NoSQL), Data Visualization (Tableau, PowerBI), Web Scraping (BeautifulSoup, Selenium), Supply Chain Management (SAP), Cloud Computing (AWS, GCP), Big Data Analytics (Hadoop, Spark, Kafka)
- **Skills:** Python (5yr), SQL (2yr), R (4yr), Microsoft Excel (5yr), Apache Spark, AWS Redshift, MongoDB
- **Certificates:** Tableau Certified Data Analyst (Apr. 2024), AWS Cloud Practitioner (IP)

EDUCATION

University of California, Davis	San Francisco, CA
Master of Science, Business Analytics (GPA 3.7/4.0)	**Aug.2023 – Jun. 2024** (Expected)

- *Highlighted Coursework:* Machine Learning, Data Management, Advanced Statistics, Big Data, Cloud Computing, Supply Chain Management, Data Visualization, Data Design and Representation

Fudan University	Shanghai, China
Bachelor of Management, Financial Management	**Sep. 2019 – Jun. 2023**

- *Highlighted Coursework:* Corporate Finance, Investments, Accounting, Statistical Software – R, Mathematical Statistics, Python Programming, Data Mining: Theory and Technologies

PROFESSIONAL EXPERIENCE

Angel Flight West	San Francisco, CA (Remote)
Data Scientist, Practicum Project	**Sep. 2023 – Jun. 2024** (Expected)

As part of the UC Davis MSBA, offer creative data solutions for aviation non-profit providing non-emergency medical transportation to enhance pilot performance prediction and operational efficiency:

- Engineered a Twofold Microtargeting Model to optimize mission offerings for pilots in weekly emails, integrated SQL-based Preference Score Calculation with Python clustering models, and expected to improve the Email Response Rate **by 20%** and the Self-service Rate from **80% to 95%**, advancing AFW's self-service ambition.
- Boosted Pilot Success Model accuracy from **82% to 90%** through K-means Clustering and Random Forest in Python, enhancing the new volunteer pilots' future performance prediction based only on their application-level data, boosting pilot engagement.
- Extracted recent 10 years of business operation data (400K rows) using MySQL in DBeaver, utilized the CTE feature and index columns and reduced query execution time for calculating pilot-mission match scores **by 50%**.
- Held weekly meetings with AFW's CIO to scope new analytics initiatives; presented quarterly updates on solutions and milestones to all AFW members, driving continuous improvement.

LVMH (Shanghai) Management & Consultancy	Shanghai, China
Digital Data Intern, Digital Data & AI Team	**Sep. 2022 – Dec. 2022**

As the assistant of the LVMH data team, contributed to enhancing luxury brands' sales and fostering their digital transformation progress through data-driven insights derived from strategic data models and advanced data analysis:

- Supported the creation of 'High-Potential Algorithm' model using Random Forest in Python, aimed at forecasting customer purchase behaviors and identifying loyal clientele for Loewe, achieving an **89%** accuracy rate.
- Leveraged Python and Excel PivotTable to develop unique analytical techniques, focusing on customer profiling, omnichannel, and touchpoints to identify e-commerce transformation challenges and propose actionable solutions for Loewe, Fendi, and Fred.
- Produced **6** and presented **3** PowerPoint reports with detailed analysis output and visualizations; participated in weekly team meetings to provide updates and share insights.

XY Investments	Shanghai, China
Data Analytics Intern, Data System Dept	**Jun. 2022 – Aug. 2022**

At a newly founded quant investment firm, handled massive trading data through Linux shell scripts and Python, focusing on data cleaning, formatting, and optimal storage for the Research Department's utilization:

- Decompressed, cleaned, and unified the format of point-in-time tick level stock data from 2015 (**2TB**) provided by different data sellers, wrote Python programs to convert them into minute data, and wrote checking programs to record their prices' and amounts' deviation out of certain tolerance ranges.
- Wrote shell scripts in Linux, built virtual machines, and wrote wiki in GitLab as tutorials.