

Yichen Wang

Data Scientist

San Francisco Bay Area, CA - Email me on Indeed: [indeed.com/r/Yichen-Wang/c869491317066806](https://www.indeed.com/r/Yichen-Wang/c869491317066806)

Excel in data sciences to support data driven decision making, with extensive experience in social science research to effectively transform complex ideas and concepts into actionable insights.

Authorized to work in the US for any employer

WORK EXPERIENCE

Data Scientist

Product Madness - San Francisco, CA - July 2016 to Present

- Applying machine learning algorithms to generate insights for product marketing, user acquisition, engagement and retention. Eg: Random forest models successfully increased churned-users daily re-engagement by 35%. Support vector machine was conducted for re-segmentation on mobile devices, which aligns with user behavior better than segmentation by brand.
- Designing customer LTV audit process, and performing monthly regular audit
- Analyzing AB test for the impact of long/short term marketing campaigns such as VIP programs, CRM messaging, and holiday campaigns.
- Building and fixing data pipelines, monitoring the performance of infrastructure
- Creating data views and aggregations, automating dashboards with HTML/Tableau
- Researching and troubleshooting abnormal performance of daily product KPIs
- Partnering with PMs, PMMs, engineers and designers to build marketing solutions
- Hosting office hour for SQL queries and statistical modeling education

Researcher/Analyst

Oliver Wyman - San Francisco, CA - August 2013 to July 2016

- Consumer insights • Conducted 20+ advertising strategy projects (impact of false advertising, AB test, Survey research Google Adwords, audience perception, etc.), 15+ consumer insights projects
- Market research (customer behaviors, satisfaction, NPS, etc.), 10+ brand development projects (concept testing, brand awareness, fame, secondary meaning, trademark confusion and dilution, etc.), 10+ conjoint studies (customer preference and willingness-to-pay)
- TOOLS • Managed the full life cycle of research projects, including project design, data
- Python collection, third-party collaboration, dataset management, analysis and presentation
- SQL • Owned data analysis work for all projects in the research team, delivered statistical report and presented results to both technical and non-technical clients
- Hive
- Conducted sampling design, implementing sampling process, followed with
- Docker
- statistical analysis of variance estimation, sampling bias, nonresponse bias and post-
- Tableau
- stratification for weighting adjustments
- HTML
- Managed research vendors, oversaw data collection practice to ensure data quality
- SAS
- Programed online surveys in Qualtrics, SurveyMonkey and Quick Test
- Stata

Research Assistant

Inst for Social Research - Ann Arbor, MI - September 2011 to August 2013

Conducted missing data multiple imputation for large-scale databases in Unix

EDUCATION**M.S. in Computer Science**

Georgia Institute of Technology

M.S. in Survey Methodology

University of Michigan - Ann Arbor, MI

B.A. in Communication

Communication University of China

LINKS

<https://www.linkedin.com/in/yichenco2>