

Yifei Ren

Data Scientist - comScore

Seattle, WA - Email me on Indeed: [indeed.com/r/Yifei-Ren/b85068fe63a03823](https://www.indeed.com/r/Yifei-Ren/b85068fe63a03823)

Authorized to work in the US for any employer

WORK EXPERIENCE

Data Scientist

comScore - Seattle, WA - November 2016 to Present

- Analyzed large-scale log data and retail data from various cross-platform to help clients improve their strategies on various business purpose with Hadoop/Spark system
- Analyzed the key features of products with statistical models to monitoring product features and their impact on the products from survey data using Python, R and SQL
- Performed clustering and segmentation techniques on identifying different kinds of customers to help clients better target their customers
- Performed natural language processing to mine unstructured data and extracted useful information for further analysis

Data Scientist Intern

TEST INNOVATORS - Seattle, WA - July 2016 to October 2016

- Explored and manipulated large-scale log data to improve the strategies on advertisements
- Perform statistical models and methods on analyzing customers' data to help better target customers
- Performed clustering and segmentation techniques to categorize the customers' behavior for different products

Statistical Consultant

UNIVERSITY OF WASHINGTON - Seattle, WA - January 2016 to March 2016

- Helped clients on data collection, data cleaning, data visualization and data presentation
- Development of appropriate statistical methods or models to help various clients meet their goals or objectives

Business Intelligence Analyst Intern

INDUSTRIAL AND COMMERCIAL BANK OF CHINA - Binzhou, CN - May 2013 to July 2013

- Developed part of the web application to collect clients' data and set-up systems for testing data collection
- Updated customer database, manipulated raw data into concise data format for dashboard reporting and ad hoc analysis
- Highlighted the metrics and value of different products by delivering dashboard reporting and ad hoc data analysis on helping the product manager for actionable business goals

EDUCATION

Master of Science in Statistics

UNIVERSITY OF WASHINGTON - Seattle, WA

June 2016

Bachelor of Science in Mathematics/Statistics

PURDUE UNIVERSITY, College of Science - West Lafayette, IN

May 2014

SKILLS

Hadoop (Less than 1 year), HADOOP (Less than 1 year), PYTHON (Less than 1 year), MYSQL (Less than 1 year)

LINKS

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

ADDITIONAL INFORMATION

- Professional knowledge on Data Analysis, Data Visualization, Objective-oriented Programming, Hadoop system and Spark
- Computer Skills: MySQL, R, Python, Hadoop/Spark
- Excellent cross-team collaborative and communication skills