

Rose Li

Data Scientist Intern

San Diego, CA - Email me on Indeed: [indeed.com/r/Rose-Li/8b7c1c359f2ab4d8](https://www.indeed.com/r/Rose-Li/8b7c1c359f2ab4d8)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Data Scientist Intern

ADF Data Science Pvt., Ltd - San Diego, CA - June 2016 to September 2016

Built and validated a linear predictive model to optimize the ads quality and then applied it to a new channel "Pingbid" in Python, which got an 84% precision and helped cut 50% of customer acquisition costs related to TU data purchases.

§ Designed reporting dashboards that track both the original random seed selection and the cut-off point.

§ Implemented an algorithm to make decisions from real-time data with prototypes based on the existing code base.

§ Derived user conversion metrics by analyzing the data of a subgroup of customers who left the website at a specific page.

§ Obtained buy-in from the executive team to modify the button design, leading to a 15% higher conversion rate.

Data Analyst Intern

ST&SAT group - Guangzhou - January 2015 to July 2015

Designed and interpreted experiments in R to determine if a new design warrants increased attention and investment.

§ Divided a customer base into groups of individuals based on spending habits in Python.

§ Created a reporting dashboard in Python with 5 big groups, showing how business developments affect certain groups.

§ Validated a previous sales model in R by sampling from new datasets, using biased class distribution.

Quantitative Analyst Intern

UCSF "Global Health Decisions" Group - Berkeley, CA - August 2014 to January 2015

Formulated a parameter calibration method in a Monte Carlo Simulation to predict the spread of HIV in South Africa.

§ Improved the compatibility of the calibration method used in other health economic models.

§ Launched non-parametric hypothesis tests in R to investigate the effectiveness of a prevention method in reducing new infections.

EDUCATION

Master of Science in Statistics

University of California, San Diego - San Diego, CA

September 2015 to June 2017

Bachelor of Science in Mathematics and Applied Mathematics

Sun Yat-sen University

September 2011 to July 2015

SKILLS

APACHE HADOOP HDFS (Less than 1 year), APACHE HADOOP MAPREDUCE (Less than 1 year), Application Programming (3 years), Python (3 years), R (5 years), machine learning (3 years), predictive model (3 years), Statistical Analysis (5 years)

LINKS

<https://www.linkedin.com/in/roseli0009>

ADDITIONAL INFORMATION

CORE COMPETENCIES

§ Application Programming § Machine Learning § Application & Unit Testing
§ Object-Oriented Technology § Database Design/Development § Analyzing Large Data Sets
§ Predictive Modelling § Collaborative Team Player § Process Improvements

TECHNICAL SKILLS

Python (Scikit-learn, pandas, numpy, scipy), Spark / HDFS / MapReduce framework, R, SQL, Tableau, RESTful Framework, Flask,
Scala, Theano, Lasagne, Bash, MATLAB, VBA, MySQL, PostgreSQL, MongoDB, SPSS, SAS
3+ years of experience in building predictive models; 5+ years of experience in statistical analysis of large-scale datasets