

Siang Kong

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WORK EXPERIENCE

Data Scientist, Machine Learning

August 2019 – Present, San Francisco

ThirdLove

- **Media Mix Modeling** - Rebuilt an in-house media mix model using Bayesian Time Series models. Inform budgeting decisions and forecast order volume for marketing and finance stakeholders. Researched marketing theories and tuned parameters to improve MAPE by 10%.
- **Supply Chain Dashboard** - Created the first dashboard for the supply chain monitoring through a new ETL job driven by Python and SQL to automate reports, which freed up 30+ labor hours per week.

Machine Learning Researcher

November 2018 – July 2019, San Francisco

UCSF Neuroscape

- **Multivariate Pattern Analysis** [\[Project Slides\]](#) - Classified brain activities on 35 GB+ functional MRI data.
- **Data Visualization** - Examined whether the functional brain network demonstrates stronger complex memory retrieval by generated heat maps on brain scans to show stronger complex memory retrieval in young adults.
- **Machine Learning Pipeline** - Improved readability and efficiency of scripts by creating a custom Python module on PyMVPA, a Python library for fMRI data, and Scikit-learn.

Data Scientist, MDF Instruments

2016 – 2018, Los Angeles

- **Growth Forecasting**
 - Addressed overstock/ out of stock inventory issues with a data-driven strategy.
 - Created a cap for sales volume prediction by scrapping Amazon Ranking data in Python.
- **Time Series Analysis** - Reduced over-orders by 40% with revised sales forecast by implementing time series models.
- **A/B/N Testing** - Increased CTR by 15% by designing a complete A/B/N testing pipeline with multi-armed bandit strategies for marketing campaigns.

EDUCATION

M.S. in Data Science, University of San Francisco

July 2018 - June 2019

Awards: Kaggle competition winner, presented the project at the USF Data Science Seminar Series

Scholarship from Wicklow AI & Medicine Research Initiative

Courses: Machine Learning, Distributed Computing, Experimental Design, Computational Statistics, Deep Learning, Time Series Analysis, Data Structure, Data Visualization

B.A. in Economics, National Taiwan University

September 2016 - June 2016

VOLUNTEER

Tech Mentor at Microsoft Girls in AI Hackathon 2019 in San Francisco

SKILLS

- Programming Languages: Python, R, Spark
- Database/ Tools: SQL, NoSQL, AWS (S3, EMR, EC2, SageMaker), PyTorch, Plotly, Tableau
- Expertise: Growth Forecasting, Statistical Modeling, Recommendation Systems, Neural Networks, NLP, Hypothesis Testing, Bayesian Inference, Business Communication, Collaboration, Product Analytics
- Certification: [Deep Learning Part I - fast.ai](#)