

Jingwen (Jenny) Liu

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An intellectually curious learner and critical thinker with an educational background in both liberal arts and STEM fields
Passionate about driving business insights through data to make positive impact on society

EDUCATION

Southern Methodist University, Cox School of Business

Dallas, TX

Master of Science in Business Analytics (STEM-Designated)

Expected Graduation Date: May 2018

GPA: 3.56, GMAT: 720

Relevant Courses: Predictive Analytics, Data Mining, Multivariate Analysis, Forecasting, Revenue Management, Database Design (ETL, Data Warehouse), Marketing Analytics, Social and Web Analytics (Google Analytics)

Denison University

Granville, OH

Bachelor of Arts in Religion

May 2016

GPA: 3.4, Full-Tuition Scholarships, Senior Research for Distinction (Top 25%), Leadership Fellow Intern, Resident Assistant

SKILLS

Technical: SQL, R, Python, Tableau, Power BI, Access, SAS, KNIME, Visual Studio, VBA, PivotTable,

Modeling: Regression, Decision Trees, Random Forest, Neural Networks, K-Nearest Neighbor, K-Means Clustering

WORK EXPERIENCE

FiberHome Technologies Group

Wuhan, China

Data Analyst Intern

Jun 2017 – Jul 2017

- Extracted 80,000+ entries of user data from company database using SQL; cleansed data using Python and Excel
- Analyzed and presented weekly and monthly mobile app performance in Excel and Power BI by calculating user retention rate, user engagement, and tracking active user characteristics and changes in user behaviors
- Created dashboards and reporting using Power BI to visualize 20,000+ entries of user check-in trends and geospatial information, providing insights into user usage and travel patterns
- Supported marketing team by tracking in-app marketing effectiveness, elevating programming efficiency by 20%

Denison University Information Technology Services

Granville, OH

Logistics Analyst

Jan 2014 – May 2016

- Provided logistics solutions by analyzing business needs, identifying issues with database and recommending changes; resulted in 25% increase in project completion rate and improvement in database accuracy
- Initiated and maintained prompt and professional communication with internal and external customers, as well as vendors regarding business requirement and delivery related issues
- Collaborated with IT Helpdesk to provide timely and professional assistance for technical support to exceed customer needs and deliver exceptional customer satisfaction

ACADEMIC PROJECTS

Prism Health North Texas - Non-Profit Marketing Project Consultant

- Strategizing marketing plans to attract potential patients with insurance to diversify and maximize revenue
- Assessing existing marketing plan to analyze programming effectiveness and pinpoint areas of improvement
- Creating dashboards to present key metrics of existing data and forecast potential patient profiles to client

PickupNow, Inc - Data Visualization Project Team Lead

- Communicated with a local start-up client to analyze as-is business process, future expansion plans, and key stakeholder information to pinpoint system development strategy and potential expansion locations
- Leveraged Alteryx to clean and analyze 14000+ entries of client data to drive actionable insights
- Built dashboards for client using Tableau to illustrate geospatial, customer, sales and operations insights to make recommendations for future business growth

Predictive Analytics

- (Project 1) Analyzed 52 weeks of trial sales data of 1300 panelists for a snack food company
- Utilized R and employed different statistical models including Negative Binomial Distribution, Exponential Gamma to estimate purchase rate of potential new customers
- Assessed and compared fit of different models to generate model reports and future sales forecast
- (Project 2) Analyzed 598 weeks of customer sales data by modeling in SAS to compare different marketing communication strategies and how they affected new and repeat buyer sales
- Tested and corrected for endogeneity of variables using methods, such as Heckman model and instrumental variables

ADDITIONAL INFORMATION

Volunteering: SPCA (2018- Current), Bunch Buddies with Big Brothers Big Sisters (2013 – 2016), MLK Day Service, Week-Long Service Trip

Interests: Pilates, Yoga, Weight Training, Hiking, International Backpacking, Cooking