Jinhang Jiang

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EDUCATION

Master of Science in Business Analytics at the W.P Carey School of Business — Arizona State University, May 2021
Bachelor of Science in Business, Business Analytics — University of Kansas, July 2020

PROFESSIONAL EXPERIENCE

ASU Actionable Analytics Lab — Tempe, Arizona
Student Researcher — October 2020 – Present
● Tasked with implementing large-scale unstructured data analytics pipeline including social media data identification, collection, preprocessing, vetting, and analytics. Performed social network analysis using influencer-user matrix and explored image quality analysis with Google NIMA on multiple platforms for comprehensive perspectives, such as Reddit and Instagram. Conducted natural language processing on multi-lingual data with various popular techniques in the academic literature and business applications.

KU School of Business, Business Analytics — Lawrence, KS
Teaching Assistant - Analytics certificate program for working professionals — February 2020 – April 2020
● Partnered to teach database management concepts such as SQL, ETL, and Business Intelligence. Helped 60+ students simultaneously create a database, query the data from multiple tables, transform raw data into meaningful visualizations, and write sophisticated business reports to improve their knowledge of analytical concepts further.
● Created educational materials in topics of usage of Power BI and Tableau to guide students in their professional work.

Research Assistant - Analytics, Information and Operations Management — January 2020 – May 2020
● Tasked with performing natural language processing on companies' "Corporation Social Responsibility" files. Utilized R to calculate scores of Boilerplate, Redundancy, Specificity, and Relative Prevalence for over 1400 CSR files. Final data is used for various sections of the analysis of a paper. Published the method of calculating Boilerplate on Towards Data Science.
● Collaborated with the professor to research predicting diseases for high-cost patients at the point of admission. Studied and analyzed over two million Electronic Health Records. Created the embedded adjacency matrix using the "node2vec" package in Python and plotted the results using the k-means algorithm in R. Published final findings on Analytics Vidhya.

PROJECT EXPERIENCE

Adidas – ASU MSBA Applied Project — November 2020 – April 2021
● Used Reddit's API to scrape data related to a list of celebrities Adidas endorses. Developed a decision support system in python which can help Adidas study the similarity between the influencers based on their fans' activity patterns on social media.
● Applied social network analysis to a dataset with over 100K user information, using the ideas of Markov Chain algorithm, node2vec algorithm, and cosine similarity. Generated a list of influencer groups whose fanbase shared similar social activity cultures using the k-means clustering and T-SNE plot. The output supports the company's investment decisions on influencer endorsement.
● Performed text analytics on a corpus with over 25 million words to study the semantic textual similarity between how the users talk about the given influencers on social media, using word2vec embeddings, TFIDF, doce2vec embeddings, SBERT, and many other text mining tools.
● Presented the project to the data science team to highlight actionable insights.

Humana-Mays Healthcare Analytics Case Competition — September 2020 – October 2020
● Tasked with helping Humana predict and identify the customers who have trouble of transportation. Responsible for cleaning a dataset with 50K observations and 856 variables, comparing the statistical results, and deriving business insights with Python, R and SQL. Performed hyperparameter optimization and stacking ensemble on LightGBM, Random Forest, and six other classifiers. The average performance of the final model increased roughly 10%. The final submission was ranked top 50 in the U.S.

H&R Block Machine Learning Competition — October 2019 – November 2019
● Led a team of three students. Responsible for cleaning, interpreting, visualizing, and explaining over a million of simulated business data from H&R Block. Identified the seasonal trends in sales both nationwide and throughout each state using SQL, analyzed service performance geographically with Power BI and Oracle Analytical Cloud, and then made predictions and recommendations for the company's business operations in the future. Received the second-place award at the University of Kansas for this competition.

TECHNICAL SKILLS

Programming Language: Python, R , SQL
Tools & Technologies: Anaconda Navigator, RStudio, Oracle SQL Developer, MySQL, Power BI, Tableau, AWS
Select Models: Natural Language Processing (e.g., scikit-learn, BERT, LSTM), Image Analysis (e.g., ImageNet, Google NIMA, TensorFlow), Network Analysis (e.g., NetworkX, node2vec)
Statistical Knowledge: Regression Analyses (Linear, Logistic), Time Series Analysis (ARIMA model)

LEADERSHIP EXPERIENCE

KU Chinese Students and Scholars Friendship Association — Lawrence, KS
President & Promotions Chair — April 2016 - May 2018
● Coordinated with International Students Services to help Chinese students integrate into the KU community
● Produced 2018 Chinese New Year Gala for over 1,500 audience members and raised $22,000 funding
● Developed a website to market the program and published more than 30 articles online to promote Chinese cultures
● Led a team of 20 members to organize five major Chinese cultural events, cultivating awareness about Chinese traditions