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

TECHNICAL SKILLS

Programming Language: Python, R , SQL
Tools & Technologies: Anaconda Navigator, RStudio, Oracle SQL Developer, MySQL, Power BI, Tableau, AWS
Technical Expertise: Natural Language Processing, Machine Learning, Image Classification, Neural Network Analysis
Statistical Knowledge: Linear Regression Analysis, Logistic Regression Analysis, Time Series Analysis

PROFESSIONAL EXPERIENCE

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 the students create a database, query the data from multiple tables, transform raw data into meaningful visualizations, and write sophisticated business reports, to further improve their knowledge of Analytical concepts
● Created supplementary tutorials in topics of Business Intelligence, such as Power BI and Tableau, to better implement into their professional lives. Some of the tutorials were selected by the professor to use as the teaching materials in the future

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 k-means algorithm in R. Published final findings on Analytics Vidhya

China Telecom Americas Corporation — Lawrence, KS
Business Development Intern of Kansas — December 2017 - December 2019
● Promoted mobile business for the International Student Community by direct selling, customer service and data analysis. Utilize OAC and SQL to develop visualization reports. Utilized sales performance data, which was reported to the Regional Manager, with "perfect" KPI for both years

PROJECT EXPERIENCE

Adidas – ASU MSBA Applied Project — November 2020 – April 2021
● Used Reddit's API and PRAW package to scrape Reddit's data related to a list of celebrities Adidas endorses. Applied network analysis with the "node2vec" model and generated five groups of celebrities whose fanbase shared the same pattern of activities on Reddit. The output may help the company with the future analysis for their endorsed celebrities when the number scales.
● 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 using the ideas of Markov Chain Algorithm and Cosine Similarity.
● Performed text analytics to study the semantic textual similarity between the celebrities' fans, using word2vec embeddings, TFIDF, doce2vec embeddings, BERT sentence embeddings and many other text mining tools.

Humana-Mays Healthcare Analytics Case Competition — September 2020 – October 2020
● Captain of a team of three graduate students from ASU. Tasked with helping Humana predict and identify the customers who have trouble of transportation. Responsible for cleaning a dataset with 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 national top 50.

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.

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