

Cindy Huang

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SUMMARY

- [1] Data enthusiast who solved various business problems in FMCG, Telecom, Technology industry by straddling Technology, Business and Liberal Arts educational backgrounds.
- [2] Experienced in developing BI solutions to report KPIs for optimizing marketing campaigns performance using SQL, SAS, R, Python, Tableau, Excel.
- [3] Passionate about digital marketing/web analytics/Google Analytics, data visualization and data-driven full-stack business applications.

EDUCATION

Purdue University, West Lafayette, Indiana, USA [2013 – 2015]

Master of Science, Computer Information Technology ; GPA: 3.71/4.0

Member in Discovery Advancements Through Analytics (D.A.T.A) Laboratory

National Central University, Taiwan [2006 – 2008]

Master of Business Administration, Marketing ; GPA: 3.52/4.0

National ChengChi University, Taiwan [2000 – 2004]

Bachelor of Arts, Russian Language and Literature; GPA: 3.41/4.0

WORK EXPERIENCE

Tesla Motors, Palo Alto, California, USA – Data Analyst Intern (Supply Chain) [2017/11 – 2018/3]

- Designed Tableau dashboards to monitor electronics spend & vehicle cost to assist global supply managers decision-making.
- Rebuilt PCBA pricing database and generated inventory forecast reports for contract manufacturer/distributor/manufacturer via Python and MySQL.
- Leveraged Random Forest method to analyze electronics categories cost drivers for engineering team design reference using Python to crawl parameters from Digikey website and make tree-based predictive model.
- Conducted PCBA should cost analysis for global supply managers price negotiation use in Excel.

Taiwan Mobile Co., Ltd, Taipei, Taiwan – Senior Product Analyst (Loyalty & Value-Added Service Marketing) [2011/01 – 2011/10]

- Generated SQL scripts to automate omnichannel sales analysis to report funnels performance and provide insights for further sales action plans.
- Analyzed purchase behavior for +7 million subscribers from retail and digital channels to cross-sell, upsell and re-engage with subscribers.
- Performed A/B testing to optimize free trial SMS and web page campaigns redemption, opt-in and click-through.
- Defined and tracked telemarketing's sales operations KPIs such as Reach Rate, Call-to-Close Ratio, Average Call Length and Cost per Lead to improve call center's efficiency and sales performance.
- Automated regular reports to track monetization, engagement metrics: P&L and Cash Flow, ARPU, MAU, CAC-LTV Ratio, ARR(Annual Recurring Revenue), Churn Rate.

Avon Products, Inc, Taipei, Taiwan – Product Marketing Specialist/Analyst (Category Team) [2008/06 – 2011/01]

- Product Management (Fragrance)
 - Managed product life cycle and optimized performance of product line portfolio.
 - Made go-to-market strategy and executed 360-degree activation plan for quarterly newness.
 - Achieved more than 130% of sales target and gained more active membership than general perfume launch campaign in Fergie Perfume's launch.
- Marketing/Sales Analytics (T-SQL, SSRS, SAS)
 - Evaluated effect of merchandising offer and pricing strategy to strength marketing matrix and brand category's sales plan.
 - Tracked multi-channel sales KPI metrics (ROI, unit per order, order size, active membership) to identify campaigns success drivers.
 - Improved E-Mail promotion campaigns' Open Rate, Click-Through Rate and Conversion Rate for churning members through A/B experiments.
 - Derived insights from +300k membership's purchase behaviors by different segmentation methods to enhance marketing strategy.
 - Translated marketing team's feature plans into SQL test plans and assisted condition test coverage to support pricing database established.

PROJECTS

Web Data User Behavior Analysis (Python: Pandas/Matplotlib/Seaborn/Folium/IP2Location/Scikit-Learn)

- Cleaned dirty web log data and transformed JSON data into CSV file format for analytics.
- Conducted Exploratory Data Analysis such as user activity levels for different events, user interaction with web components.
- Tested proposed hypothesis and discovered key factors that bottleneck user conversion based on calculation of conversion rate.
- Built machine learning models to identify important features and predict user behaviors(signup/churn).
- Derived interesting insights in the dataset and suggest how to improve user signup rate.

Establishing an In-Game Recommender Engine. (Python: Requests/BeautifulSoup/SQLAlchemy/PySpark/Flask)

- Used Python to crawl 5000 Steam users data through Steam Web API.
- Transformed selected app features and automated MySQL scripts to store data via Python SQLAlchemy.
- Ran PySpark MLlib on AWS platform to get recommendation and did test validation.
- Constructed a web app using Python Flask to implement the game recommendation.

Lending Club Risk Adjusted Interest Rate Prediction (R: corrr/ggplot2/zoo/car/glmnet/randomForest/xgboost)

- Extracted features from raw lending club loan data containing different types, such as categorical, numerical and time series data, imputed missing data using multivariate imputation by chained equation (MICE) algorithm.
- Performed feature selection through exploratory analysis.
- Fitted linear regression model with regularization to control for multicollinearity and also achieved RMSE on test data set.

PUBLICATION

Thesis: “ Video Advertisement Mining for Predicting Revenue using Random Forest. “ Purdue University (2015)

Combined sentiment analysis with viewer segmentation, this research leverage Python to call YouTube API on data extraction and adopt R to implement statistical methods on revenue performance prediction in terms of video advertisement on YouTube.

Thesis: “ Logistics Service Quality in B2C E-Commerce. “

National Central University (2008)

SKILLS

Statistical Language: R, SAS, Python

RDBMS: MySQL, Microsoft SQL Server(T-SQL), Oracle SQL(PL/SQL), SQLite, PostgreSQL

Reporting Tool: Tableau, Power BI, SSRS

Programming Language: Python, Java, Unix Shell Scripting

Website: Python Flask, HTML, CSS, JavaScript

Apache Tool: Hadoop (MapReduce, Sqoop, Pig, Hive, Impala), Kafka, Spark, Zookeeper, Presto

Cloud Platform: AWS, Google Cloud Platform, Cloudera QuickStart

TRAINING

Udacity Digital Marketing Nanodegree

[2018 - Ongoing]

Content Marketing, Run Facebook Campaign, Conduct SEO audit, Run Adwords Campaign, Evaluate Display Ads Campaign, Execute Email Campaign, Evaluate campaign performance via Google Analytics

UC Berkeley Extension / First Course in Java

[2016]

HONOR

IBM Big Data for Social Good Challenge (Grand Prize)

<http://goo.gl/mYKZC1>

[2015]

Tableau Dashboards (<https://public.tableau.com/profile/yuanhsin.huang6212#!/>)

