Zheming Lian

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SKILLS

- **Tools**: Tableau, SQL, Scala, Python, R, HDFS, Hive, Spark, AWS, Apache Airflow
- **Techniques:** Predictive Modeling, Exploratory Data Analytics and Visualization, A/B Testing, Big Data Analytics, Time Series Forecasting, Marketing Analytics, Product Analytics

EDUCATION

UNIVERSITY OF MINNESOTA - Carlson School of Management, Minneapolis, MN
Master of Science in Business Analytics   May 2020

UNIVERSITY OF WISCONSIN - MADISON, Madison, WI
Bachelor of Arts (Graduated with distinction) in Statistics & Mathematics   May 2019

EXPERIENCE

LinkedIn Corporation, Sunnyvale, CA   Oct 2020 - Present
Data Scientist (Contract)

- Evaluated customer reaction and health of business with regard to a price change in FY20 and making pricing strategy recommendations to the management.
- Created auto-generated reports and dashboards for a 100 million-dollars enterprise program, enabling the sales team to track and report financial and CRM metrics at scale.
- Built an ETL pipeline and a dashboard using Spark and Scala to collect provisioned / usage metrics for products, assisting operation team determine renewal pricing.

MIS RESEARCH CENTER, University of Minnesota, Minneapolis, MN   May 2020-Dec 2020
Volunteer Research Assistant

- Developed a Tableau dashboard tracking sub-state level hospitalization data to measure impact of COVID-19 on national and local healthcare infrastructure.
- Designed a PostgreSQL database hosting 100k regional hospitalization data; maintained an ETL pipeline using Python for the database to automate data reporting process.

CARLSON ANALYTICS LAB, Minneapolis, MN
Analytics Student Consultant
Client: Leading Hospitality and Entertainment Business   Nov 2019 – May 2020

- Analyzed customer preferences from 7M+ session records and build a dashboard to help management decide slot machines assortment subject to COVID-19-related capacity limitation.
- Forecasted hourly slot machine usage to assist staffing decisions using LightGBM, reducing the current process' error by 52%.
- Revamped the target customer market by segmenting customers and analyzing customer base shift, leading to 49k (2.3% of total visits) potential visits.
- Conduct text analysis using python to discover the social sentiment of the customer service, enhancing customer relationship management.

DATA SCIENCE PROJECTS

Big Data Analytics: Used AWS (Sagemaker, Kinesis, QuickSight) to build an end-to-end anomaly detection workflow specific to streaming data that achieved real time anomaly notification, incremental learning, and daily summary dashboard

Credit Card Fraud Detection: Improved client's ability to detect credit fraud customers using SMOTE sampling technique and Boosting algorithm on a highly imbalanced dataset, achieving 0.79 AUC ranked top 37% on the leaderboard.

Predictive Modeling and R Shiny App: Optimized client's daily trip schedule by forecasting trip duration using KNN algorithm and deployed the data product using R Shiny App.