Zheming Lian

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SKILLS

- **Tools**: Python, R, SQL, Scala, Spark, Hadoop, Hive, AWS, Apache Airflow, Tableau
- **Techniques:** Predictive Modeling, Exploratory Data Analytics and Visualization, A/B Testing, Big Data Analytics, 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 (Contractor)

- Led a cross-functional team to conduct a data migration project across stage of code development, data validation and documentation, saving 600 working hours per year.
- Evaluated pricing impact on customer reactions and business health by analyzing 2 years of sales data using Spark, providing operation team with advice on pricing strategy in FY21.
- Created auto-generated reports and dashboards to track sales, CRM, and product utilization metrics at scale, providing critical visibility into consumer behavior and empowering value-based pricing.

MIS RESEARCH CENTER, University of Minnesota, Minneapolis, MN   May 2020 - Oct 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 and Maintained an ETL pipeline that automates and streamlines the sourcing of hospitalization data.

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

- Revamped the promotional strategy by leveraging association rule to identify coupons associated with return journey of dormant customers, increasing annual head counts by 49k.
- Analyzed 7M+ sessions data and designed dashboard solutions that helps leadership understand player preference in order to fine-tune slot machine assortment and layout, delivering 3% increase in player sessions.
- Forecasted hourly slot machine usage to assist staffing decisions using SARIMA algorithm, reducing the current process' error by 52%.
- Enhanced customer relationship management by conducting text analysis using python and discovering the social sentiment of the customer service.

PROJECT

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 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.