Zheming Lian

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SKILLS

- **Tools**: Tableau, SQL, Python, R, Hadoop, 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 July 2020 - Present
Data Scientist (Contract)

- Created auto-generated reports and dashboards for a hundred million-dollars enterprise program (TSEP), enabling the sales team to track and report financial and CRM metrics at scale.
- Built an ETL pipeline and a dashboard in production, assisting the operation team determine renewal pricing for the TSEP.
- Evaluated the performance of price increase to a high growth business segment of LinkedIn, helping management fine tune the pricing strategy in the next fiscal year.

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

- Optimized changes in store layouts by segmenting products using DBSCAN algorithm and predicted revenue using a convolutional neural network, increasing monthly revenue by 3.3%.
- Discovered key business opportunities and revamped the target customer market by segmenting customers and analyzing customer base shift, leading to 49k (2.3% of total visits) potential visits.
- Used Python to conduct text analysis 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

ETL Pipeline: Used AWS Redshift and Apache Airflow to create a high-grade data pipeline that are dynamic, can be monitored, and allow easy backfills for the analytics team in a music-streaming company

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.