

SUMMARY

With a 12-year track record in e-commerce and real estate analytics, I've driven a startup to reach \$5 million in sales and pioneered a comprehensive five-dimensional real estate product strength metric system. Currently, I am advancing my data expertise at the UW's Master of Information Systems, further honing my skills in data analysis, reporting, and predictive modeling to further impact business strategies and decision-making.

EDUCATION

University of Washington – Michael G. Foster School of Business <i>Master of Science in Information Systems</i>	Seattle, WA <i>June 2024 (expected)</i>
Hunan University of Arts and Science <i>Bachelor of Science in marketing; GPA: 3.83/4.00</i>	Hunan, China <i>September 2010</i>

SKILL

- **Programming:** SQL, Python, R
- **Data Visualization:** Excel, Tableau, Power BI, Microsoft PowerPoint Programming libraries (Matplotlib, etc)
- **Modeling:** Linear Regression, Logistic Regression, Random Forest, K-means Clustering, Hierarchical Clustering
- **Certification:** Google Data Analytics
- **Strategic Analytical Skills:** Critical Thinking, Problem-solving, Statistical Analysis

PROJECTS

- Pizza Sales KPI Report**
 - Executed SQL queries to extract key performance indicators for pizza sales and developed intuitive Tableau dashboard to depict sales trends, effectively communicating business insights.
- Call Center Service Analysis**
 - Employed SQL to capture and analyze call volume, service quality, and customer sentiment; designed a PowerBI dashboard to visualize the trends, providing a strategic platform for enhancing customer service.
- Alibaba User Behavior**
 - Utilized Pandas, Seaborn for data analysis to uncover user behavior trends, and applied K-means clustering in machine learning for customer RFM segmentation, guiding targeted marketing strategies.

WORK EXPERIENCE

- Founder and Owner** Changsha, China
ATMT: Start-up E-commerce Specialized in Cosmetics 2016 – 2022
 - **Revenue Achievement:** Achieved a 30% increase in web traffic and \$5 million sales through strategic A/B testing, targeted SEO, and incisive market analysis to optimize product lines and marketing.
 - **Campaign Success:** Launched a \$12K referral drive, expanding membership by 150%.
 - **Team Leadership:** Fostered a '5Es' team culture, leading a compact team to innovate and implement dynamic e-commerce strategies.
- Marketing Analyst** Changsha, China
Shenzhen World union Consultancy: Top 10 Chinese Real Estate Consulting Firms 2013 – 2016
 - **Sales Growth:** Enhanced sales by 10% over three quarters through monitoring and analysis of market indicators like transaction volume and sales revenue.
 - **Product Metrics:** Developed a five-dimensional real estate product strength metric system (encompassing brand, location, product, amenities, and pricing), improving product sales velocity by 12%.
 - **Data Insights:** Designed key performance indicator reports and dashboards, aiding shareholders in data-driven decision-making.
- Senior Sales Manager** Changsha, China
Shenzhen World union Consultancy: Top 10 Chinese Real Estate Consulting Firms 2010 – 2013
 - **Sales Champion:** Analyzed customer data to tailor sales approaches, leading to personal sales of \$10 million and earning the title of 'Annual Sales Champion' twice.
 - **Team Leadership:** Established a performance framework and motivational policies, driving the team to a \$30 million sales achievement.