Mengjie (Marianna) Wang

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WORK EXPERIENCE

Google, *QA Analyst (Contract)*   *Sunnyvale; Aug. 2024 – Nov. 2024*

- Validated and analyzed election data for Google Maps using **Big Query** and **Google Tools**, ensuring accuracy and completeness, and collaborated with **cross-functional** teams to improve data quality processes, trends analysis, and user experience.
- Conducted **quality assurance** testing for a high-visibility election feature on the Google, collaborating with stakeholders to ensure accurate data representation and user-friendly functionality, improving the public's access to critical election information.

Upfront Energy, *Data Analyst*   *San Francisco; Oct. 2023 – Sep. 2024*

- Led end-to-end projects managing rebate data for energy products, extracting information from over 1K websites, performing **ETL processes**, and using **SQL** to process and retrieve data; developed **data visualizations** that increased rebate utilization insights by 30%, enhancing decision-making and customer engagement.
- Developed an internal project task management dashboard using SaaS software, enabling the tracking of over 400 customer projects; utilized **Tableau** to analyze financial performance, leading to a 25% improvement in workflow efficiency.
- Conducted **A/B testing** on a sample of 100 customers to test different content strategies, analyzing response rates to optimize communication methods; provided data-driven recommendations that increased customer engagement by 15%.

ActOne Group, *Business Analyst Intern*   *Remote; June 2023 – Aug.2023*

- Created interactive **Power BI dashboards** to analyze and visualize job placement data, providing regional leaders with real-time, actionable insights to strategically increase profit, and implemented an automated data extraction process using **Power Automate** to ensure daily updates and enhance financial analysis efficiency.
- Developed a **Python-based AI model** to analyze resume content, identifying high-frequency keywords and matching them with client job descriptions, which enhanced candidate screening and increased operational efficiency by 20% through automation.

Uber (Hong Kong), *Data Analyst Intern*   *Remote; Dec. 2022 – Apr. 2023*

- Conducted an in-depth analysis of ride-hailing data with **Python** to understand fare dynamics and identify key pricing factors, such as trip length and weather conditions. Developed clustering and decision tree models to segment high-net-worth customers, enabling targeted marketing strategies that increased revenue and improved profitability.
- Developed a time-based, daily trip volume prediction tool with **Python** to optimize dispatch for ride-hailing operations and maximize driver profits, utilizing LASSO regression to select features and CART, GBDT, and XGBoost for further training.

EDUCATION

University of California-Berkeley, *Berkeley, CA*   *Aug. 2022 – Aug. 2023*
Master of Analytics, Department of Industrial Engineering & Operations Research
- **Core Coursework:** Analysis and Design of Databases, Optimization Analytics, Risk Modeling, Simulation, and Data Analysis
- *GPA: 3.89/4.0*

University of California-Irvine, *Irvine, CA*   *Sept. 2019 – June 2022*
Bachelor of Arts, Major in Quantitative Economics, Minor in Mathematics
- **Core Coursework:** Quantitative Economics, Accounting, Managerial Finance, Programming Numerical Analysis
- *GPA: 3.97/4.0*

RESEARCH & PROJECTS

Machine Learning for Online Advertising Auction Applications   *Irvine, CA; Jan. 2022 – June 2022*
Research Assistant, Advisor: Prof. Matthew Harding

- Created an **R Studio** Dashboard (ggplot2) to visualize and analyze real-time bidding for online advertising; also examined the difference in ad stacks between mobile apps and web ads.
- Performed comprehensive data pre-processing (including data cleaning and standardization) on 200K user data, and conducted exploratory data analysis on click-through rate and user behavior trends.
- Forecasted advertising prices with linear regression as a baseline model and fine-tuned a random forest model to improve the RMSE score by 20%.

CERTIFICATE & SKILLS

Google Business Intelligence Professional Certificate   *Aug. 2024*
Programming Languages: R Studio, Python *(Pandas, Numpy, Matplotlib, Scipy, Scikit-Learn)*, MATLAB, SQL *(MySQL)*, Excel *(V-lookup)*, STATA, AMPL *(Optimization)*, Power BI *(Power Query)*, Tableau, Google Cloud, Big Query
Methodologies: Machine Learning, A/B Testing, Data Visualization, Statistical Analysis, Natural Language Processing