Chengsheng (Mia) **Wu**

Product Analyst · Data Analyst

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Education

University of California San Diego *GPA: 3.82/4.00*

M.S. in Business Analytics *July 2019 - June 2020*

- **Course:** Data Sci Theor Fndtns, Recommender System&Web Mining, Customer Analytics, Experiments in Firms, Big Data Tech&Business Appl, Business Intelligence Systems, Fraud Analytics, Business Analytics, Bayesian Statistics.

Smith College *GPA: 3.48/4.00*

B.A. in Studio Arts *Sept. 2014 - May 2018*

Skills

Programming R(tidyr, ggplot2), Python(SciPy, scikit-learn, keras, numpy, pandas, matplotlib), SQL

Softwares PostgreSQL, ETL pipeline, Hadoop, Spark, AWS, Tableau, Google Analytics

Models Linear & Logistic Regression, K-means Clustering, k-Nearest Neighbors, Decision Trees, PCA, Neutral Networks

Experiences

Chlorinie(HCIO Disinfectant), *Chief Marketing Officer & Co-founder* *Hangzhou, China*

User analysis, product analysis, marketing *Mar. 2019 - Jul. 2019*

- Led the ideation, product development, and launch of innovative products.
- Designed key product features: 1) engineered a sizable data with self-designed features from Taobao; 2) employed **supervised machine learning** algorithms to establish statistical correlations between factors and sales metrics; 3) leveraged result for **product development** that understands customer needs and marketing content creation that drives traffic and builds brand.
- Positioned brand image, established product aesthetics, and developed marketing channels.
- Self-owned Taobao store achieved **500** sales within the first two months and reached **500k** sales per month as of current; product became part of amenities in Legendale Hotel Beijing within three months.

Outiger Cultural Development Co., Ltd, *Product Analyst* *Hangzhou, China*

Topic Model, Machine Learning, Excel, Market Analysis, User Analysis *Dec. 2018 - Mar. 2019*

- Led a new media brand based on paid content with a team of copywriters, UI designers, and product managers.
- **Market analysis** on 5000 hot content and visualized 80 buzzwords through data collection and **topic model** analysis.
- Identified leading factors affecting reader's responses towards contents across channels, through collecting implicit feedbacks and a suite of **supervised machine learning** algorithms.
- Achieved **8 million** total likes on TikTok and at the highest 1 million views per article on Toutiao within 2 months.

AKOKO, *Lead Marketing Business Analyst* *Hangzhou, China*

ETL pipeline, A/B testing, R, Softmax Regression, Web Crawler, Beautiful soup, Azure *Jun. 2018 - Dec. 2018*

- Programmed pipelines and models to automate business processes and implemented platform-specific marketing to enhance ROMI
- Spearheaded an automated **ETL** pipeline to extract and create statistics of daily interaction data with R.
- Engineered a python-based **web crawler** to detect real-time negative reviews using Beautiful Soup and Azure Cognitive Services APIs to aid customer service.
- Leveraged domain knowledge to develop a **softmax regression** model to classify valuable influencers.
- Redesigned platform's storefront through traffic analysis, benchmarking and **A/B testing**.

Selected Projects

Intuit Quickbooks Upgrade Analysis

Reak Business Case, Sklearn MLP and XGBoost, Keras, ranger, RFM *Feb 2020*

- Inserted a response modeling effort between 1st and 2nd wave of direct mail campaign using RFM, logistic regression, **tree-based models** and **neural networks** to increase profit by better targeting.
- Examined relationships between variables to develop new variables and utilized neural networks to iteratively enhance logistic regression by add interaction terms discovered through hidden layers.
- Generated **15 million** in net profit (7 times better) with 1.57 ROME on real outcome with an **ensemble** of best models developed.

Goodreads Read and Rating Prediction

Kaggle competition, Latent Factor Model, Collaborative Filtering, PCA *Oct. 2019 - Nov. 2019*

- Established a Read predictor for Goodreads.com through adopting **EM algorithm** for absent data and the ensemble of **collaborative filtering** and Logistic Regression for predicting.
- Implemented a Rating predictor by **latent factor model** and attained **top 8%** in Kaggle competition.
- Carried out grid search for best parameters using Hit@10, NDCG@10 and AUC metrics, achieving 70.6% accuracy in Read predictor and 1.09 MSE in Rating predictor.