

## Guo Tian

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## EDUCATION

**FORDHAM UNIVERSITY**

NEW YORK, NY

**MASTER OF SCIENCE IN DATA ANALYTICS**

Data Science/ Data Analysis

Sept 2017 - May 2019

Cumulative GPA: 3.72/4.00

**STONY BROOK UNIVERSITY**

STONY BROOK, NY

**BACHELOR OF SCIENCE: DOUBLE MAJOR IN APPLIED MATHEMATICS AND ECONOMICS**

Jan 2013 - Dec 2015

## EXPERTISE

**DATA SCIENCE ORIENTED**

Machine Learning • Deep Learning

Data Structures and Algorithms

Advanced Python

**DATA ANALYTICS ORIENTED**

Predictive Modeling

Statistical Analysis

Data Visualization

Big Data • Reports Automation

Research and Analysis

## SKILLS

**PROGRAMMING**

Python (sklearn, pandas, numpy, matplotlib, tensorflow)

R • Java

**BIG DATA**

SQL • MySQL • Scala

MongoDB • Apache Spark

Neo4j • Hadoop

Amazon Web Services

**OTHER**

Microsoft Suite

## LINKS

Personal website:

<https://milogt.github.io>

LinkedIn:

[www.linkedin.com/in/guotian1106](http://www.linkedin.com/in/guotian1106)

## WORKING EXPERIENCE

**MOON LIGHT GROUP INC | DATA ANALYST INTERN**

August 2019-February 2020 | New York

- Extracted info from clients' inquiries and emails to reformat into readable data
- Leveraged mailing lists data to target customers with personalized promotion
- Productized python scripts to generate monthly invoice and ad-hoc reports by requests

**WELLINGTON SHIELDS CO., LLC | DATA ANALYST INTERN**

September 2018-December 2018 | New York

**KEYWORDS: FINANCIAL MODELING, QUANTITATIVE REPORT**

- Developed option trading strategies based on technical analysis
- Researched groups of trading indices and tested their effectiveness in real time with providing daily reports
- Used python to model option trading strategies and realized dynamic visualization for clients demonstration

**IBM CHINA | CONSULTANT**

August 2016-December 2016 | Beijing

**KEYWORDS: BANK CONSULTING, CUSTOMER ANALYSIS**

- Designed online banking system project for Postal Saving Bank of China
- Applied machine learning algorithms to target prospects and provided visualized analysis
- Processed customer data for developing financial products to find opportunities for profit growth

## PROJECT EXPERIENCE

**DAILY DIGEST EMAIL CLICK THROUGH RATE (CTR) ANALYSIS**

- Analyzed the email data of a media company on user level to investigate the factors that significantly impact the CTR, to help improve its email content personalizing strategy
- Conducted hypothesis test to determine if a user has a significantly increasing CTR with the help of p-value
- Created multiple statistical graphs to research explicit patterns in email content, such as article topics, types, and authors, which potentially stimulated growth in CTR

**PERSONALIZED MOVIE RECOMMENDATION SYSTEM**

- Built a personalized recommendation engine by combining User-Based and Movie-Based strategies to achieve new customer recommendation and indie movie recommendation
- Trained a Collaborative Filtering model to make recommendation based on customer preference
- Implemented data preprocessing techniques to extract matching features from two datasets. Then applied K-Means clustering to group similar movies by feature similarities

**DEEP LEARNING MODEL FOR STOCK PRICE PREDICTION**

- Aimed to create a model of an automated trading system, which can make smart trading decisions according to previous stock market
- Collected top 20 large-cap stocks data from Google Finance and adopted different labeling criteria to enhance data quality
- Trained a Convolutional Neural Network model to forecast the next transaction decision with a 76% overall accuracy rate. Implemented more machine learning methods, such as Random Forest, Gradient Boosting, to make similar prediction and then compared their performance