

✉ mindyng88552@gmail.com  
🌐 mindyng.github.io  
☎ 5105082455  
in  
www.linkedin.com/in/mindyng85  
🔗 mindyng  
I empathize with customers to relentlessly meet their needs by being a collaborative thought-partner to stakeholders.

I hunger for business' growth through proactive exploration of ambiguous, complex problems and providing creative data recommendations to inform strategy.

I am passionate about user journeys, product innovation and defining success metrics. I am a data journalist to diverse disciplines and levels telling the business story of how a product is solving real issues.

I love data modeling, visualization, experimentation, statistical methods, forecasting, optimizing processes, teaching and managing up.

## Skills

### PROJECT MANAGEMENT

Defining KPI's  
Scoping Out Business Problem  
Defining Metrics of Success  
Cross-Functional Collaboration  
Insights to Stakeholders  
Results/Output-Driven

### LANGUAGES

SQL  
Python

### DATA ENGINEERING

Google Cloud Platform  
PostgreSQL  
Snowflake  
dbt  
Meltano  
Dataform  
Prompt Engineering

### DATA WRANGLING

Data Cleaning  
Data Integrity Checks / Assertions

### STATISTICS

Descriptive Statistics  
Inferential Statistics  
Experimentation  
Hypothesis Testing  
A/B Testing

### MODELS / MACHINE LEARNING

Linear Regression  
Logistic Regression  
Natural Language Processing (NLP)  
Large Language Models (LLMs)

### BUSINESS ANALYTICS

User Journeys  
LTV Analysis  
Churn Prediction  
Cohort Retention Analysis  
Time Series Analysis

### VISUALIZATION / BUSINESS INTELLIGENCE

Looker  
Tableau  
Superset

# MINDY NG

## DATA ANALYST

## Employment

### Upwork/Fiverr

Freelancer  
• Applying Data Science and developing AI for various clients' needs.

Remote  
Oct. 2022 to Current

### Mercari US

Data Scientist  
Palo Alto, CA  
Sept. 2022 to Oct. 2022  
• Helped build out search team's new metrics table in Dataform to power dashboards and assess experiment results.  
• Analyzed price elasticity between highest GMV/most searched for category groups to understand buyers' demand change in relation to item price changes.

### Mercari US

Business Intelligence Analyst  
Palo Alto, CA  
Aug. 2021 to Aug. 2022  
• Created Search RFM segmentation to personalize search and increase GMV.  
• Investigated query chaining to understand search engine performance as well as searchers' persistence for casual and power users' high value purchases.  
• Performed user journey analysis across web to provide insights on platform's highest touch points for ML efforts to converge on.  
• Analyzed navigation vs search activity to improve our UI to cover all our users' intent to drive north star metrics.  
• Built statistical significance framework for experimentation at scale to add criteria for product roll out.

### Forethought

Implementation Engineer  
San Francisco, CA  
July 2020 to Sept. 2020  
On the Customer Experience team, leading all technical requirements and touching all aspects of the business: Engineering, Product, Sales and Customer Success  
Implemented: State-of-the-art NLP models to help clients be geniuses at their job  
Involved: Data Engineering, Data Science, Machine Learning/Artificial Intelligence, Business Intelligence -- owning whole data pipeline Post-Sale

- Queried MongoDB to create customer business rules.
- Designed AI Training datasets to feed into XLNet and BERT models using Jupyter Python notebooks.
- Analyzed trained models' performance to deploy best automated NLU models for clients.
- Verified live models' predictions were successful via API calls to clients' Salesforce Help Desks.
- Reduced client's SPAM from 64% to less than 1%.
- Helped save client >\$20,000 in human labor cost from Customer Support Agents manually labeling tickets.
- Completed data analysis that contributed to signing of >\$400,000 deal with Instacart.

### Immuno Concepts

Quality Control Analyst  
Sacramento, CA  
July 2010 to Apr. 2019  
• Built linear regression models to determine whether or not products were drifting from quality.  
• Tracked trends and outliers to make manufacturing recommendations to management to create efficiencies and increase profit margins.  
• Created product performance reports to drive key business investments for following quarter.

### University of California, Davis

Research Associate  
Davis, CA  
Jan. 2005 to Dec. 2008  
• Through repeated experimentation explored sigma70 subunit architecture to characterize macromolecular complexes involved in transcription of growth-related genes.  
• Narrowed down which protein chain substitution in antibody-derived proteins fit best with research aims in pre-targeting radioimmunotherapy for Non-Hodgkin's Lymphoma.

## Projects

### Sentiment Analysis on LLM Chatbots

Examined popular chatbots' user sentiment to guide product roadmap and brand strategy.  
Nov. 2023 to Dec. 2023

### LTV and Churn Analysis on Lyft Drivers

Examined supply and demand of ride-sharing business by looking at trends and contributions to LTV and churn. Also performed retention cohort analysis to inform business strategy for two-sided marketplace.  
Sept. 2023 to Sept. 2023

### Recommendations to Improve Skip Rates for Meal Subscription Business

Used customer facts and order history to provide data-backed advice to remedy increased YoY skip rates for Tovola.  
July 2023 to July 2023

### Time Series Forecasting on Uber Eats' Vendors

Utilized 7,911 samples of date-stamped data and predicted which vendors were worth continuing business with based on ROI.  
Dec. 2018 to Dec. 2018

Trended each vendors' data with Facebook's Prophet. Trends performed over a span of 15 months. Data further broken down into weekly and daily trends. Resulting model performance based on 30-day horizon producing 0.01 - 0.03 RMSE.

## Publication

American Chemical Society Publications -  
Mapping Protein-Protein Interactions by Localized Oxidation: Consequences of the Reach of Hydroxyl Radical  
Results provided fundamental information for interpreting protein foot-printing experiments in other systems.

Feb. 2009 to Apr. 2009

## Volunteering

CoronaWhy  
Machine Learning Engineer

CoronaWhy is a globally distributed, volunteer-powered research organization of 1000+ members. They are using DS and AI to assist the medical community and policy makers answer key questions related to COVID-19. It's supported by Google, Amazon, NASA and other companies.

Apr. 2020 to June 2020

I was embedded within the Vaccine/Therapeutics Task team, helping the Paper Study Classification group build baseline models to filter papers based on study design.

## Education

Springboard, Data Science Career Track

Jan. 2017 to Dec. 2017

University of California, Davis  
Genetics Bachelor's of Science

Sept. 2003 to Dec. 2007