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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 to provide insights and creative recommendations to influence 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 customer issues.

I love data modeling, visualization, experimentation, statistical methods forecasting, optimizing processes, teaching

Skills

PROJECT MANAGEMENT

Defining KPI's

Scoping Out Business Problem

Defining Metrics of Success

Cross-Functional Collaboration

Insights to Stakeholders

Results/Output-Driven

LANGUAGES

SOL 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

Mercari US

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

Palo Alto, CA Sept. 2022 to Oct. 2022 Mercari US

Hypothesis generator to investigate business opportunities, providing recommendations clearly and concisely as well as performing predictive modeling to impact business trajectory.

- · 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.

Palo Alto CA Aug. 2021 to Aug. 2022

San Francisco, CA

July 2020 to Sept. 2020

Remote

Oct. 2022 to Current

Business Intelligence Analyst Cross-functional partner to AI teams: User Understanding, Item Understanding, Seller Experience and Search by producing product experiment metrics, insights and ad-hoc analyses

- Created Search RFM segmentation to uncover customer behavior, 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 funnel 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 A/B tests before product roll out.

Forethought tion Engineer

On the Customer Success team, leading all technical requirements and touching all aspects of the business: Product, Engineering and Sales

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

- Oueried MongoDB to create customer business rules.
- Designed Al 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.

Sacramento CA Immuno Concepts Iuly 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

Davis, CA

Ian. 2005 to Dec. 2008

- Through repeated experimentation explored sigma70 subunit architecture to characterize macromolecular complexes involved in transcription of growth-related
- 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

Sept. 2023 to Sept. 2023 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 mark

Recommendations to Improve Skip Rates for Meal Subscription Business

July 2023 to July 2023

Used customer facts and order history to provide data-backed advice to remedy increased YoY skip rates for Tovala

Dec. 2018 to Dec. 2018 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 RO

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

Publication

American Chemical Society Publications · Mapping Protein–Protein Interactions by Localized Oxidation: Consequences of the Reach of Hydroxyl Radical 🔝 Feb. 2009 to Apr. 2009 Results provided fundamental information for interpreting protein foot-printing experiments in other systems.

Volunteering

CoronaWhy Machine Learning Engineer Apr. 2020 to June 2020

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.

l 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