

Yu-Jen (Warren) Wang

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EDUCATION

The University of Texas at Dallas

M.S., Business Analytic minor in Data Science and Marketing Analytic

Dean's Scholarship

National Chengchi University, Taipei, Taiwan

B.S., History

December 2019

GPA 3.7

June 2016

DATA SCIENCE EXPERIENCE:

- **Life time value prediction:** Using R to run Survival model to predict next purchase time.
- **Price elasticity:** Using R to run Linear Regression to predict the variance of sales after promotion.
- **Segmentation analytics:** Using Python to run K-means, TSNE and MeanShift to cluster data and discover trend.
- **Market basket analytics:** Using R to run Logistic Regression to uncover the correlation between chosen products.
- **Goods recommendation:** Using R to run Apriori algorithm to conduct an "also viewed" model.
- **Factoring analytics:** Using SAS to factorize multi-collinearity data for modeling use.
- **Website scraper:** Using Python to run scraper on online forum to discover trends in consumers' preference.
- **Natural language processing:** Using Python to run Ngram, TF/IDF and VectorMachine for Sentiment Analytics.
- **Sentiment analytics:** Using Python to run Naïve Bayes and LightGBM to predict recommendation.
- **Price prediction:** Using R to run XGBoost algorithm to predict strike price of house.

BUSINESS EXPERIENCE:

COLORYOUNG CONSULTANT CORP., Taipei, Taiwan

August 2014 – August 2018

Marketing analyst

- Conducted machine learning models to predict FMCG sales on offline channels, relocating sales people power on right places, thus improving sales by 12%.
- Designed process of data collecting and defined variables in database to properly fit statistical models, gathering 500+ observations of customers data per month.
- Segmented customers with clustering algorithms and discover trends with descriptive analytics on 100000+ observations, obtaining insights from promotion campaigns, increasing client satisfaction by 23%.
- Classified part time workers' resumé with algorithms to predict their performance and reliability in campaigns, reducing no-show by 7%.
- Analyzed data of a year from Facebook, websites back-end and online forum, optimized offline campaigns and converted offline events participation to online social media buzz and website click.

TRENDYOUNG MARKETING CORP., Taipei, Taiwan

July 2012 – August 2014

Campaign agent

- Created and operated 500+ marketing campaigns (online or offline), including sampling, product launch, media conference, product trial, family day, merchandising, business competition, and other channel marketing events.
- Operated a year schedule of online forum contents for consumers electronic, conducted 17 online campaigns, communicated with bloggers and youtubers and created eye-catching content.

SKILLS:

- *Data Analytics and Visualization:* R, Python, SAS, PowerBI
- *Data Management:* MongoDB, SQL, Microsoft Excel
- *Other Software:* Microsoft Word, Microsoft Power Point, Adobe Illustrator, Adobe Photoshop
- *Languages:* Mandarin Native Speaker