Rachel (Chengjie Ren)

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EDUCATION

University of California, Los Angeles	**Los Angeles, CA**
*Digital marketing certificate	Data Science Certificate |* current GPA: ***4.0****/4.0*	*Mar 2020 - present*
National Kaohsiung University	**Kaohsiung**
*Exchange Program: Financial Management	GPA: **3.91**/4.0*	*July 2016 -Jan 2017*
Qingdao University	**Qingdao, China**
*Bachelor degree: International Economy and Trading| GPA: **3.9**/4.0*	*Sept 2014 - June 2018*

Scholarships: National Inspirational Scholarship; Provincial Government Scholarship(2016/2017)

WORK EXPERIENCE

Analyst Assistant and Chinese teacher	**Austin, TX; San Diego, CA**
APIA	*Oct 2018 - July 2019*

- Integrated demographic data using Excel and quantified students' progress and homework improvement
- Engaged in the mission-oriented team to improve customized curriculum quality based on quantitative scores for student

Data Analyst	**Qingdao, China**
QINGDAO KAILIAN IMPORT AND EXPORT CO., LTD	*Mar 2018 - Oct 2018*

- Acquired competitors data from multiple sources to interpret SWOT, benchmarking, and drew actionable solutions
- Analyzed order and inventory data, and successfully made predictive models based on statistics to chose KPIs using python, made reports using matplotlib and seaborn and decreased cost by 15%
- Communicated and visited factories and assisted managers to negotiate with vendors

Business Analyst	**Qingdao, China**
QINGDAO JIAHE YONGRUN COSMETICS IMPORT & EXPORT CO., LTD	*Nov 2017 - Jan 2018*

- Worked with digital marketing analysis team to analyze customers purchase data, KPIs
- Focused on customer segmentation, targeting, and churn rate using Excel pivot table and generated business solutions
- Took charge of the cross-border analysis and operations on E-commerce platforms such as Amazon and eBay which improved demand forecasting by 17%

PROJECT EXPERIENCE

Los Angeles Crime Prediction using Machine Learning   *July 2020 - Sept 2020*

- Conducted data mining and statistical analysis by converting 6 datasets of economic indicators
- Explored data using folium and Tableau for visualization and dashboards
- Made predictive modelings such as MLP, Cross-validation, RandomForest Regressor, LSTM(time series), XGBoost and PCA(feature selection), compared results and interpreted results on continuous data with the best accuracy of 91%
- Modeling with KNN, Logistic regression and Random Forest from sklearn on discrete data with the accuracy with 96%

Hackathon: NLP Sentiment Analysis about remote work and depression. (First place)   *July 2020 - Sept 2020*

- Scraped 60000+ tweets using python scraping, use TF-idf, K-means clustering and self-defined functions filtered ads
- Applied timeseries(Sarimax, fbprophet) for predicting emotion changes. Textblob model for analyzing polarity score
- Achieved LSTM+CNN models for depression detection with the best accuracy of 97%

Customer Relationship Management (CRM) analysis using ML and RFM   *Aug 2020 - present*

- Segmented customers accurately using RFM model based on customer purchase data, analyzed purchase behaviors
- Leveraged Logistic Regression, K-means++ finding the best number of clusters with the best accuracy over 96%

SKILL & CERTIFICATION

- **Certifications:** Teaching Certificate for High School(2016); Accounting qualification certificate(2015); Aerobics certificate; CET-4; CET-6; Data Science certificate; Advanced SQL for data science from LinkedIn; Excel: Advanced formulas certificate from Linkedin; Apache PySpark by Example from LinkedIn
- **Technical Skills:** Python, SQL, R, Microsoft office, Machine Learning(PCA), Tensorflow, SPSS, A/B Testing, Tableau, Hadoop, Google Analytics, Web Scraping, PowerBI, Spark Streaming and Cloud AWS(learning), Pytorch(learning)
- **Languages:** English (Fluent), Mandarin (Native)