Yingrui "Rayna" Ji

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PROFILE

Master of Science in Business Analytics candidate at UC Davis. Skilled at descriptive, predictive and prescriptive analysis by using statistics and modeling knowledge on large-scale data. Adept at authenticating, collecting, modeling and visualizing data to make big data more approachable, understandable, and usable for actionable business insights.

Specialties: Exploratory Data Analysis, Data Wrangling, Dashboard Design and Data Visualization, Supervised/Unsupervised Machine Learning, A/B Testing, Web Scraping, Relational and Non-relational Database Operations

Technologies: SQL, Python, R, Tableau, Java, VBA, MongoDB, Github, AWS Cloud Computing, C++, HTML

EDUCATION

University of California, Davis — **San Francisco, CA**
Master of Science, Business Analytics — Aug. 2019 - Jun. 2020
Highlighted coursework: Experimental Design and Analysis, Advanced Statistics, Machine Learning, Big Data Analytics

Shanghai University of Finance and Economics (SUFE) — **Shanghai, CHN**
Bachelor of Management, Information Management and Information System — Sept. 2015 - Jun. 2019

PROFESSIONAL EXPERIENCE

Asian Art Museum (AAM) — **San Francisco, CA**
Business Analyst, Practicum Project Team — Sept. 2019 - Present
As part of the UC Davis MSBA, assisting AAM staff in planning exhibition schedules to maximize attendance. Providing consultancy on their performance and opportunities to increase engagement with client base.

- Designing a SQL database to facilitate data validation, storage and analysis for better data management.
- Performing feature engineering and identifying key drivers of museum attendance from exhibition features and external factors including weather through treatment effect causality analysis via SQL, R, Python and Tableau.
- Developing statistical methodology and employing time series model to reconstruct missing data (from 2003-2016) by testing on available daily data (from 2017-2019) in excel and R with an accuracy of 97%.
- Forecasting time-series and exhibition-based museum attendance by building a predictive model based on exhibition features and external factors via Python and R so as to provide guidance on better scheduling exhibitions.

eBay Co., Ltd. — **Shanghai, CHN**
Data Analyst Intern, Business Management Department — Jun. 2018 - Jan. 2019
Analyzed data to support decision-making in highly critical business functions like targeted marketing, defect monitoring, etc.

- Designed and created an integrative and interactive dashboard to monitor shipping and non-shipping defect metrics; generated defect reports and provided actionable guidance on defect control.
- Collaborated with shipping team to understand their requirements, helped refine shipping policy guidelines by providing data analysis of impact on downstream special users, locations and categories via SQL.
- Reduced analysis time by 70% by standardization and automation of routine data-pipelines tasks via VBA and SAS.
- Researched and identified profitable categories for clients as new market entry; Used SQL for cross-dimensional analysis of TB-level dataset; visualized in comparison charts in excel.

Victoria's Secret — **Shanghai, CHN**
Assistant to Merchandising Manager, Department of Merchandise Planning & Allocating — Sept. 2017 - Dec. 2017

- Spearheaded a project with IT colleges to migrate over to a SQL database; reduced 90% of data search time.
- Improved store sales by 30% by leading a pilot project from ideation to commercialization in an airport store; employed exploratory and predictive analysis to decide optimal supply quantity and promotion plans.

ADDITIONAL QUALIFICATIONS

Leadership:
Community Student Leader, DSAC (Directors' Student Advisory Council) — Sept. 2019 - Present
Chairman, Student Union of Shanghai University of Finance and Economics — Jun. 2017 - Jun. 2018
Vice President Education (VPE), SUFE Toastmaster International Club — Oct. 2015 - Jun. 2019

Projects:
Quora Insincere Questions Classification Kaggle Competition (NLP Using Python)
Haier Water Heater Online Comments Sentiment Analysis (NLP Using Latent Dirichlet allocation Model in Python)