

RICHIE (TAO) LIN

1-956-966-0055 | richielin321@gmail.com

SUMMARY

- Passionate Data Science/ Business Intelligence/ Data Analysis candidate with 4+ years' overall work experience.
- Skillful R programmer with 4 years. exp. in data visualization, presentation, documentation and products development, modeling and optimizing, predictive modeling, certified by Johns Hopkins Univ. via Coursera.org.
- Proficient in MS SQL & BI tools with 2 year+ experience for DB management such as Stored Procedures, Views, Functions, Triggers, Data ETL with SSIS, reporting with SSRS and data visualization with Tableau.
- With deep understanding Business Strategy consultant with excellent knowledge of marketing, finance, management, info systems and outstanding analyzation, summarization, communication, and team-working skills;
- Responsible employee, Self-motivated and detail-oriented, also a good team leader and fast-learner.

EDUCATION

M. S. in Management Information Systems , Texas A&M International University	08/2014 – 12/2015
B. Econ. in International Business and Economics , Zhongyuan University of Technology	08/2007 – 06/2011

EXPERIENCE

Misdemeanor Justice Project, John Jay College of Criminal Justice, RF-CUNY <i>Research Analyst</i>	New York, NY 11/2016 - Present
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- Providing Technical Assistance for Mayor's office of Criminal Justice of NYC as required;
- Performing data cleaning and manipulation with complex and confidential datasets;
- Participating in criminal justice research with data mining, data visualization and analysis.

Rang Tech Inc., Baanyan Software Service Inc. <i>Intern, Data Scientist, Database Admin./ Business intelligence</i>	Edison, NJ 12/2015 – 10/2016
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- Performed as an SQL Server BI Developer and Data Analyst, with SQL Server and BI suits;
- Analysis BI insight with R & Tableau: Interactive data visualization, documentation and presentation, Stats app;
- Regression modeling development and optimization; Classification and clustering;
- Market basket analysis, Time Series analysis and forecasting.

Texas A&M International University <i>Research Assistant and Data analyst, Stats and Econ.</i>	Laredo, TX 01/2015 – 12/2015
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- Collected data and participated in survey designing and research theory building under professors' guide;
- Performed data mining and analysis for professor's research and successfully published;
- Built research with data gathering and mining, published and presented at conferences.

Pepsi Beverage West North-China Region <i>Regional Brand Executive (Market researcher, Brand specialist)</i>	Zhengzhou, China 08/2011 – 08/2014
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- Participated then helped market research team on data collecting and analysis to support marketing strategy.
- Managed Henan, Shanxi, and Inner Mongolia provinces as 12 local market segments with budget of \$350MM;
- Managed brand assets, developed branding strategy, planned promotion project and pushing to achieve;
- Market indicators grow significantly, Sales grew 27% and 30% in 2013 and 2014 in peak season, 55% and 60% in Chinese New Year season.

TECHNICAL SKILLS

- Excellent Skill with **R**: Data manipulation | Modeling and machine learning | Data visualization and product dev.
- DB/ BI: MS SQL Server/ BI tools (SSIS/SSAS/SSRS) | Other: Tableau, Google Analytics, Hive, Python
- Proficient in Microsoft Office suits:
 - Advanced skills of Excel (Lookups, Pivot table, Advance Functions, VBA Macro, Regression Analysis);
 - Advanced skills of PowerPoint & presentation designing with Photoshop and other media editing tools;
 - Experience with other Microsoft productivity tools (Project, Visio, SharePoint);

RESEARCH AND PROJECT

Data Scientist internship program

Intern at Rang Technology Inc.

Piscataway, NJ

11/2015 –05/2016

- Advanced Stats tool skills training: concentrating in R, including:
 - Regression modeling development and optimization: *Linear/ Logistic Regression* and optimizing methods such as *stepwise regression* and *LASSO variable selection methods*;
 - Applied Linear /LASSO regression on a CCAR analysis with the data provided by BNY-Mellon.
 - Classification and clustering: CART, Random Forest, knn Clustering etc.
 - Market basket analysis with *Association rules and lift method*, *Time Series* analysis and forecasting, *social network* analysis and simple *text mining* analysis;
 - Applied Market basket analysis to a local chained retail company for customer demographic/ behavior research, weekly promo and item bundle program design.
 - Advanced and interactive data visualization with *ggplot2* package;
 - Stats app development with *Shiny App and Dashboard*. Documenting with *R markdown* and *R presentation*.
- Other tools skills training: Tableau/ *SQL* Server / Python

Projects of M.S. IS. degree program with Data Science Concentration

Laredo, TX

Program Participant, Project leader at Texas A&M International Univ.

08/2014 –12/2015

- Certificated by <Data Science> Specialization Program provided by John Hopkins University at Coursera.org.
- Developed research for *applying machine learning and neural network methods on DDoS attack detection*, presented at Texas A&M University System Pathways Student Research Symposium.
- Developed research about *apply data analysis on sport events outcome*, built theory from data gathering through data modeling. Was invited and presented on Conference ABDA'15 in Las Vegas.
- Finished the course projects excellently, including:
 - <Click `n Dine, Business Analysis and Plan for an online food ordering app> for Project Mgt. and Design course, finished with a fully functional demo website, a detailed business plan and a high evaluation.
 - <Fitness Pal, a digitalizing development of TAMIU Rec center> and <IT management implementation for small business, a local family owned restaurant> for Information System Analysis course;
 - <Alcool, E-commerce project planning and analysis> for Management Information system course;
 - <Planning and implementing Information system for Local school district assets management> for Database Management & Design, finished with a fully functional demo system and well-designed project proposal.

2011-2013 Business Insight Analysis / Market Research Projects

Zhengzhou, China

Brand Manager, Project Manager at Pepsi Beverage West North-China Region

08/2011 - 10/2013

- Extracted data from sales database and generate monthly report,
- Used Data visualization tools like Excel/ Tableau to discover the sales trend and market performance;
- Gathered branding criteria from various sources, analyzed growth potential for channels.

2012,2013 and 2014 Market Research and Pepsi Branding Programs

Zhengzhou, China

Brand Manager, Project Manager at Pepsi Beverage West North-China Region

08/2011 - 08/2014

- Designed and executed major programs including:
 - 2011 Tropicana and Mirinda UTC (Under the Cap) promotion program;
 - 2012 Pepsi T2 Market Development Program;
 - 2013 Chinese New Year seasonal promotion program;
 - 2013 “Pepsi Strongest Voice” campus channels developing promotion program;
 - 2013 Summer “Live for Now” UTC (Under the Cap) Branding promotion program;
 - 2013 Summer Downtown Ice Stands Sales Promotion;
 - 2014 Chinese New Year seasonal promotion program;
- Market indicators grow significantly, Sales grew 27% and 30% in 2013 and 2014 in peak season, 55% and 60% in Chinese New Year season.

ADDITIONAL

Leadership:

- **Team leader and Brand manager** at Pepsi Beverage West North-China Region
 - Led 3 people’s branding team with outstanding performances.
- **Representative of China** in the 2015 US international education week events of TAMIU.
 - Gave a talk at international students’ conference and Interviewed by local TV.

Zhengzhou, China

09/2012 - 10/2014

Laredo, TX

10/2015