

# Bingjing GU

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## Educational Background

- Statistical Science Leiden University 2014.9 - 2017.5
  - Leiden Science China (LSC) Scholarship 2015/2016
- Bachelor of Science in Mathematics Wuhan University 2006.9 - 2010.7

## Working Experience

**Cofounder** 2014.3-present

### Shanghai Huqi Information and Technology Co., Ltd.

- Utilize R to collect public data and further analyze the key factors of successful projects;
- Provide relevant consultant services regarding government subsidiaries and business qualification authentication to clients and draft project application report;
- Detect potential clients by data mining package in R on recruiting websites;

**Data Scientist Intern** 2016.2 -2016.8

### Schiphol Group

- Manipulate data from Cloudera Impala running on Apache Hadoop by Spark, Python and R and prepare data for Hackathon and Kaggle competition;
- Utilize R and Python to search best predictive model in terms of penalized regression, support vector machine and neural network to improve efficiency of bird control;
- Parallel compute all algorithm on Cluster machines by R and Python;

**Data Analyst** 2011.10-2014.8

### GroupM China (WPP Group)

- Create and optimize daily, weekly and monthly database of ratings, which further increase update efficiency by 50%;
- Build a drama ratings predictive model by using linear regression and neural network;
- Program and produce applicable data cleaning module to improve working efficiency by C and Excel Macro;
- Analyze related ratings, media market and advertisement cost data and explore the value for decision making based on channels, markets, targets and advertisers;

**Lobby Manager** 2010.4-2011.10

### Agriculture Bank of China

- Maintain the lobby order and resolve misunderstandings;
- Collect customer and market information, classify customers and establish connections with potential customers;
- Give wealth management advice to potential customers and promote financial products accordingly by understanding customers' needs;

## Skills

- Experienced in R; Familiar with Python,Spark,SPSS,SAS,Winbugs, SQL and Jupyter
  - R Programming Coursera Verified Certificates, License GLEY95T6W8;
  - Regression Models Coursera Verified Certificates, License KVM28QMYX2;
  - Getting and Cleaning Data Coursera Verified Certificates, License NRBWGSNSAF;
  - Practical Machine Learning Coursera Verified Certificates,License WUTC6Y8LMZN6
  - The Data Scientist's Toolbox Coursera Verified Certificates License ZSBK99D8Y6DP
  - Exploratory Data Analysis Coursera Verified Certificates License JJKUNPFWF9K3
  - Statistical Inference Coursera Verified Certificates License GHUK65YU9TXW
  - Reproducible Research Coursera Verified Certificates License 8XETPCZGWGFE
  - Developing Data Products Coursera Verified Certificates License NL6A9HCMEXTA
- Language: Chinese (Native); English (Proficient);