

## Sara (Yun) Song

LinkedIn: [sara-song-utah](#)  
[sarasdsutah@gmail.com](mailto:sarasdsutah@gmail.com) | (801) 833-5452

Data professional with 5 years of experience in modeling, product analytics, and reporting. Experience with executive decision support, technical leadership, consistently delivering high-quality results, mentoring junior team members, and coordinating with other business functions.

### SUMMARY OF SKILLS

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- **Develop metrics and build dashboards for product or business objectives** and evolve them over time to match changes to infrastructure and business requirements.
- **Use statistical methods** (e.g. A/B testing, power analysis) and **data-mining techniques** (e.g. clustering) to optimize spending and identify highest-value opportunities.
- Experience with communication and BI viz/analytical tools(**Tableau, MicroStrategy, Domo**), web analytics (**Adobe Analytics, Google Analytics, Segment**), Advanced Analytics Language (**Python, R,SQL**), and A/B testing tool(**Amplitude**)
- **Build machine learning models** (e.g. classification, time series) and data pipelines to predict risk and forecast capacity and needs.
- **Communicating with stakeholders**, leading team members to create data pipelines, tables, and dashboards for different audiences, and leveraging these for analyzing trends.
- **Support C-level decision making** with reports on revenue sources, company growth and competitor analysis, and automating reports for real-time reporting.

### EMPLOYMENT

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#### Senior product analyst at BEN

Nov 2021–Present

- Set **A/B testing** for Growth team to test new features engagement. The target goal is 17% increase for engagement, and current status is 15% increase.
- Set **KR metrics** and Built **Growth KR dashboards** for Growth team.
- **Analyze new user segments** for product growth based on their behaviors and their YT data to increase their first week conversion rate by 5%
- **Lead baseline analysis** for team and **set KRs for quarterly growth goals**.
- Propose, design, test the new data pipeline to store the **Segment/Amplitude** event data in **AWS**.
- Propose, design, test, and implement new statistical **revenue estimated model** to help performance team reduce the risk and increase revenue
- Lead **campaign analysis** project to select groups of high-performance creators to **build advertising campaigns for 15+ brands** using regression analysis.
- **Ingest Jira and Notion data using Python** to build human capital tracking solution for leadership team.

**Senior BI advanced analyst at Twilio****April –Nov 2021**

- Propose, Design, Test new **Time Series Machine Learning Methodologies** to build Data Quality Alert System. Achieved **90% precision and 90% recall** for the testing result on several data/reports.
- Use **Machine Learning Driven Analysis, A/B testing** to understand the historic patterns of new voice customer acquisition, the growth value of self-service new customers vs sales-assistance new customers.
- Use **advanced SQL query** to analysis and bring insights on how to reopen the office properly. Reports have been built in **Tableau**. This project has been in collaboration with multiple teams, including people team, engineering team, and privacy team.

**Senior Data Scientist at DigiCert, Inc.****May 2018–April 2021**

- Lead **data-mining** project to group 310k customers using **unsupervised clustering** by product use and market share. **Identified high-value clusters** (of 20 and 500 customers) to target marketing efforts.
- Forecast customer retention with **boosting + classification predictive analytics**; achieved **70% precision and 90% accuracy**. Model **used monthly by sales team** to identify customers likely to switch to a competitor.
- Lead project to diagnose and fix major issue in Salesforce / Oracle data pipeline. **Identified \$1.6M in uncollected revenue**. Project had **thirteen members across four departments**.
- **Crisis response** for security event **affecting 50k customers** using **Python** automation. Acted for CEO & EVPs, **coordinated Data Engineering** team, met strict deadline.
- Developed and deployed automated staff needs forecast using **Facebook Prophet** and the **SARIMA model**. Daily forecast is within 2% error, **used daily** to assign employee tasks.
- Use **A/B testing** and **statistical modeling + power analysis** to optimize \$3M annual digital marketing spend. Model eliminates under-performing ads and has **increased ad impact by 30% and decreased cost by 40%**.
- Analyzed **>\$120M** of 2020 **customer retention** opportunities. **Reported to CEO/CFO**, used in developing 2020 business plan.
- Combined five system databases (513M records) into single data mart. **Reduced data renewal time by 20x**; data mart used company-wide (1600+ employees).

**Data Analyst at Overstock, Inc. (MSBA Capstone Project)****May–Dec 2018**

- **Forecast call-center staffing needs** based on calls to optimize customer support operations. Model achieved **93% accuracy**; presented results to company management.

**Business Development at Mineral Resource International, Inc.****Nov 2016–Dec 2017**

- Researched new marketing strategies, analyzed economic data for marketing potential in China, and built business relationships with Chinese food & beverage companies.
- Cooperated with research institutes to evaluate product uses for product analysis.

**Customer Service at WEX Inc.****May 2016-Nov 2016**

- Solved customer issues with smart cards

**Project Manager at Junior Achievement (Non-profit Organization)****Sept 2013-Jan 2014**

- Recruited (15 students), organized events, fund-raised, and negotiated with school

- Named “Excellent Career Go Project Manager” for the year
- Project received “Award of Excellence”

## EDUCATION

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**Certificates in Product Analytics from Northwestern University** **2022**

**MS in Business Analytics from University of Utah** **2017-2018**

- GPA 3.88; Fall 2018 top 1 graduate student (Academic Excellence Award)
- Graduate Fellowship for exceptional merit and leadership potential

**BS in International Economics from Weber State University** **2014-2016**

- GPA 3.6; Mathematics minor

**Bachelor of Economics in Investments from Shanghai Normal University** **2012-2014**

- Top 1 student 2012, top 1 student 2013

## AWARDS & PROJECTS

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**Women in Data Science Utah 2020&2022** **2020-2022**

- **Organized conference**, invited speakers, developed website, handled marketing
- Conference filled all slots (20 speakers) and sold out (150 registrations)

**Research Paper on impact of SNAP benefits** **2016**

- Studied impact on health care spending among low-income people
- Published by the WSU Center for the Study of Poverty and Inequality

**Stock Analysis and Trading Project** **2016**

- Used Excel and Mathematica to analyze stock data, wrote program to trade stocks
- Earned \$5k in six months on under \$10k invested

**Top 7 Award in Weber Business Plan Competition for “Pet Heaven”** **2015**

- Bilingual business plan, market analysis, and revenue projections for pet funeral service, Pet Heaven

## SKILLS

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R, SQL, Python, Pandas, Spark  
Oracle, FB Prophet  
Segment, Amplitude

LinkedIn, Salesforce, Jira APIs  
Domo, Tableau, MicroStrategy

Bilingual (Mandarin & English)  
AWS S3, Glue, Athena