Sara (Yun) Song

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Data professional with 3 years of experience in modeling, 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

- **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.
- **Develop metrics for business objectives** and evolve them over time to match changes to infrastructure and business requirements.
- **Build machine learning model**s (e.g. classification, time series) and data pipelines to predict risk and forecast capacity and needs.
- **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.

EMPLOYMENT

Data Scientist at DigiCert, Inc.   May 2018–present

- 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

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

Women in Data Science Utah 2019   **(Postponed due to COVID)**   2019
- **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

R, SQL, Python, Pandas, Spark	LinkedIn, Salesforce APIs	Bilingual (Mandarin & English)
Oracle, MySQL, FB Prophet	Domo, Tableau, MicroStrategy	Piano level 8 (Shanghai M. O.)