Xiao (Seanny) Song

Data Analyst

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD   2021~Present
Master of Business Analytics

East China Normal University, Shanghai   2016~2020
Bachelor of Sociology

WORK EXPERIENCE

FancyDigital, Shanghai   2020-09~2021-04
Data Analyst(Full-Time)

- Built BI dashboards to visualize customers' features and daily revenue of a SaaS system resulting in a 5% growth of customers

- Performed user churn analysis based on users databases and provided user service suggestions to operators resulting in a decrease of user churn rate to 10%

- Worked alongside product managers to optimize product design and user experience using error logs data that reduced bug rate by 7%

- Wrote ETL shell scripts to aggregate original detailed data tables into intermediate tables which increase query performance by 85%

Zhongnan University of Economics and Law, Remote   2020-02~2020-04
Data Scientist Internship

- Trained a 5 folds cross validation model to predict likelihood of a legal provision's category and obtained improvement of accuracy to 0.8

- Preformed word frequency method and several NLP methods to construct feature matrix and built a reverse-translation method to augment training dataset that increase test accuracy by 5%

iResearch Consulting, Shanghai   2019-07~2019-10
Data Analyst Internship

- Applied cluster analysis method to develop vehicle user profile and provide marketing advice for customers in the automotive industry

AWARDS AND HONORS

Kaggle M5 Forecasting - Accuracy   103rd/5558 Top2% Silver Medal   2020
Estimate unit sales of Walmart retail goods

- Created features on tabular data and trained a LightGBM algorithm to forecast daily sales for next 28 days and acquired 0.58 of RMSE

- Stacked and averaged single LightGBM model predictions to improve the generalization ability of forecasts which promoted 10% of ranking on leaderboard

TECHNICAL SKILLS

- Python (Numpy, Pandas, Scikit-learn, Keras), R
- Tableau, SQL(MySQL, SQL Server, TiDB, Clickhouse), Linux/Shell, SPSS, Stata, Git, LaTeX, HTML/CSS
- Web Crawler
- Text Mining