Xiao (Seanny) Song

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

- Use distributed OLAP databases such as Apache Doris/TiDB/Clickhouse to write BI data dashboards. Use a variety of visualization methods to show usage and revenue of system. Count consumption of advertising in multiple dimensions, such as time and user dimensions

- Perform user churn analysis on company's SaaS products, provide user service suggestions to operators, and ultimately reduce user churn rate to 10%

- Analyzed error log during product use and assist product manager to optimize product design and user experience. Successfully reduced bug rate to below 5%

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

- Used Xgboost, RandomForest, LightGBM and or algorithms to classify (multiclass) legal text data

- Preformed word frequency method to construct feature matrix, and cross-validation training model (`sklearn`) is used to obtain cross-validation accuracy of 0.75

Awards and Honors

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

Technical Skills

- **Database / Data Warehouse** Good at writing and optimization of sql commands based on MySQL, SQL Server, etc. Familiar with advanced methods such as window functions

- **Data Analytics & Statistics** Familiar with data manipulation and statistical analysis based on Python and R language, including use of software packages such as `numpy`, `pandas` and `data.table`, `tidyverse`

- **Machine Learning** Familiar with ory and application of traditional machine learning methods, including cross-validation training and parameter adjustment based on `sklearn`'s Logistic Regression, SVM, Xgboost and or models

- **Data visualization** Proficient in using Tableau, `ggplot2`, `plotly` and or software packages to visualize discrete data and continuous data, and be good at making dashboards based on business logic

- **Web Crawler** Familiar with basic knowledge of html/css/json, can use Selenium, bs4 and or tools in Python to crawl data presented in webpage and write it into database for storage

- **Other Skills**
  Linux/Shell, SPSS, Stata, Git, LaTeX, HTML/CSS