

# Tengyu Song

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## EDUCATION

### Columbia University

*M.A. in Statistics*

New York, NY

Expected, 12/2023

### Shanghai University of Finance and Economics

*B.S. in Statistics (GPA:3.44/4.0)*

Shanghai, China

09/2018 – 06/2022

- Honors: Third Prize for People's Scholarship (*Top 10%, 12/2019*)
- Related Coursework: Database, Machine Learning, Time Series Analysis, Data Mining, Text Mining, Statistical Software, R programming, Survival Analysis, Regression Analysis

## TECHNICAL SKILLS

SQL, Python, R, SAS, SPSS, MATLAB, C, HTML/CSS, JavaScript, and MS Office

## INTERSHIPS

### JD.COM

Shanghai, China

Data Application Engineer

09/2021 – 11/2021

- Delved into coupon data on JD.COM from the supply-side perspective. Built a coupon grading algorithm using Gradient Boost Decision Tree to automatically detect and supply good coupons for customers. Boosted 7- day total GMV by 10%.
- Reduced company's average bug response time by 30% by creating a rating system for employee efficiency based on productivity data.
- Performed anomaly detection on the R&D process flow data, combining both pre-made rules and statistical methods to reach 80% detection accuracy.

### Yum China

Shanghai, China

Pizza Hut Data Analyst

05/2021 – 08/2021

- Investigated factors that affect customer activation and retention using Random Forest. The insight gained from the model increased reactivation rate of SMS marketing by 3%.
- Processed 2M+ users' purchasing data in the span of three years using Hive and Impala SQL, created pipelines to extract, visualize and analyze customers' buying patterns from data warehouse.
- Applied sentiment analysis to automatically classify user reviews of Pizza Hut on Alibaba based on pretrained natural language processing models.

## PROJECTS

### Defect Detection of PV Cell Panels

08/2021 – 12/2021

- Utilized Mask-RCNN model in TensorFlow to perform multi-category instance detection on photographed images of PV cell appearance. Achieved 90% recognition accuracy on the testing set.
- Designed a fast-and-precise PV cell image cropping algorithm using OpenCV to enhance the model performance. Significantly reduced the difficulty of identification (Increased AP50 value by 0.1).

### How to Effectively Stop False Rumor on Microblog

05/2020 – 02/2021

- Introduced a propagation model to simulate the confrontation propagation process of false rumors and official fact-checking and debunking.
- Crawled over 10,000 tweets related to false rumor and official debunking using python to test how well the propagation model fits the real-world data.
- Developed a machine learning model to predict the impact of false rumor tweets with/without official statements using algorithms such as Random Forest and XGBoost.

Updated on 10/12/2022