Jerry Huang

・Portfolio: https://wawei225.github.io/　・Email: hw.huang0225@gmail.com　・Github: https://github.com/wawei225

Education

Sept. 2019 to Dec. 2020	**University of Southampton, UK** *MSc in Data and Decision Analytics (Distinction)*
Sept. 2014 to Aug. 2019	**Simon Fraser University, Canada** *BA in Economics with Statistics minor*

Skills and Certifications

Technical Tools: SQL, **Python**, **Tableau**, **DBT**, R, **BigQuery, Google Analytics**, Google Tag Manager, Google Data Studio
Analysis skills: A/B testing, time series analysis, regression models, tree-based methods, classification, clustering
Languages: English (Fluent), Mandarin (Native)

Experience

Dec. 2022 to Sep. 2024	**Data Scientist, Product** *Pinkoi*

Provided **strategic reports** for product improvements by **designing metrics, implementing A/B tests,** exploratory data analysis and organizing complex data

- Implemented **CUPED for A/B testing**, reducing variance and enabling data-driven optimizations that improved user experience, including a **10% reduction in product listing time**
- Collaborated with **cross-functional teams** to define **product metrics**, design data pipelines using **DBT**, and build **dashboards**, providing persuasive data storytelling for tactical planning and performance tracking
- Designed and maintained Superset dashboards for real-time **KPI tracking**, empowering stakeholders with actionable insights for informed decision-making
- Applied **TF-IDF, time-series, and regression** to analyze seller behaviors, increasing website traffic by 11%

Aug. 2021 to Aug. 2022	**Data Analyst** *Kdan Mobile*

Enhanced business decision process by **analyzing and visualizing user behaviors** from complex data sources in **Tableau** and providing concise reports

- Analyzed and **established user behaviors insights** from collecting events in **Firebase** and **Google Analytics**, manipulating data structure in **BigQuery**, to **visualizing user behaviors** in **Google Data Studio and Tableau**
- Optimized the **allocation of Google Ads budgets** by implementing **linear programming** and **LSTM** using **Python**, resulting in a **5% increase in total conversions**
- Collaborated with external parties to research and build algorithms in **reducing email bounced rate** and **optimizing ad budget allocations**

Jul. 2020 to Oct. 2020	**External Researcher** *CORMSIS – External Summer Placement*

Researched and suggested effective process in implementing topological data analysis and machine learning to increase the accuracy in clustering time series data

- Analyzed diverse UCR time series and a gasoline transaction dataset and found that the combination of TDA and machine learning analysis has a higher classification accuracy of 0.2
- Reported the strength of TDA in identifying geometrical structure in high-dimensional data

Projects

Feb. 2020	**Pricing strategy for Carnival UK Plc**

- Collaborated with a team to present a comprehensive pricing and over-booking strategy that optimize revenue
- **Developed an ARIMA model, using R**, to forecast the growth of customer demand in 2020 based on historical data on cruise passengers departed from UK

Dec. 2019	**Data visualisation on the relationship between the consumption of cannabis and crime rate**

- Assembled multiple datasets from Statistic Canada using R to generate a narrative data story
- Created graphs with Tableau and JavaScript to provide visualised data story and insights to consumers

Mar. 2018	**Real estate selling price analysis**

- Developed a linear regression model that predicts selling price of real estate within metro Vancouver using **Excel and Excel Solver**
- Examined data retrieved from online open source to establish a structured and reliable data format