

WEI JIANG

Business Intelligence Engineer. Leveraging business and data analytics expertise, and driving impacts with data in eCommerce industry.

Certifications:


[Google Cloud Professional Data Engineer](#)
[AWS Cloud Practitioner](#)


Specialties:


SQL, Python, Tableau, QuickSight, ETL
A/B Testing, Data Modeling, Causal inference

Language: English, Chinese, Japanese

Data Projects: [Git-Link](#)

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EXPERIENCE

Business Intelligence Engineer, Amazon Live

Amazon - Santa Clara, CA

May 2022 - Now

Engaged with Amazon's video shopping experience platform to drive high-quality video content creation and revenue growth.

- **Data Pipeline Design and Optimization:** Architected user engagement event logging, and designed data pipeline and data models. Designed batch processing and stream processing patterns for different use cases. Utilized AWS ETL tools to optimize ETL patterns, extract job queries, and data models to improve data processing efficiency. Designed data audit and anomalies detection mechanism using Glue and Cloud Watch to ensure data accuracy and completeness.
- **End to End Dashboard Building:** Contributed to creator performance, user behavior, and revenue measurements in Amazon Live platform. Partnered with software development teams to design implementation triggers, built data models to measure customers activity and content creators' performance, and built and maintained key dashboards to track key metrics.
- **Business Metrics Design and Visualization:** Worked closely with Marketing and Creators management team to understand and communicate campaign outcomes to advertisers and content creators. Designed 30 + key business metrics, and created weekly/monthly business reviews reports for 50+ stakeholders.

Data Scientist, Data Science Practicum

Public Storage - Glendale, CA

Oct 2020 - Jun 2021

Worked for leading self-storage company to develop a customer analytics platform.

- **Data pipeline and storage design:** Utilized GCP data pipeline tools to collect user events log, design batch processing data pipelines and data warehouses.
- **Revenue Forecast and Customer Analysis:** Used time-series data to forecast revenue, built customer conversion prediction models, identified high value conversion signals/ dimensions and high value customers. Conducted customer segmentation analysis using unsupervised machine learning models.

Business Analyst, Post-merger Integration

Rakuten Adroll - Tokyo, Japan

Aug 2018 - Aug 2020

Integrated a US based advertising platform (AdRoll) into Rakuten's Global Ad Division.

- Collaborated with Sales, Development, and Product teams to combine to data pipelines from two different organizations, designed advertising revenue reporting pipeline and dashboards to monitor revenue and ads performance.
- Conducted ads pricing analysis for different advertisers with different use cases, and recommended best pricing strategies leading to higher ROI for high value advertisers.

EDUCATION

June 2021 - University of California, Davis

Master of Science, Business Analytics

Highlighted Coursework: Data Management, Data Visualization, Advanced Statistics, Big Data, Machine Learning, Organizational Issues in Implementing Analytics, Analytic Decision Making

July 2018 - UC, San Diego

MBA

July 2009 - Nagoya University

Master of Science, Economics

July 2005 - China Agricultural University

Bachelor of Economics