

WEI JIANG

Business Intelligence Engineer. Leveraging business and data analytics expertise, and driving impacts with data in eCommerce and high-tech 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 Science Projects: [Git-Link](#)

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EXPERIENCE

Business Intelligence Engineer, Video Shopping Experience

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.

- **Business Metrics Design and Visualization:** Collaborated with marketing managers, content creator managers, and product managers to design 20 + key business metrics, and created weekly/monthly business reviews report for 40+ stakeholders.
- **Data Pipeline Design and Optimization:** Utilized AWS ETL tools to solve challenging data integration problems. Optimized ETL patterns, extract job queries, and data models to improve data pipeline efficiency. Designed audit mechanism to ensure data accuracy.
- **End to End Dashboard Building:** Partnered with software development engineers to design user behavior related implementation triggers in the video content platform, built data models to measure customers' and content creators' activity, created data pipelines to feed data for new dashboards, and built and maintained key dashboards to track customer behavior and content creators' performance.

Data Scientist, Data Science Practicum

Public Storage - Glendale, CA

Oct 2020 - Jun 2021

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

- **Revenue Forecast and Customer Conversion Analysis:** Worked with time-series data to forecast revenue and built customer conversion predictions models to identify features highly related to customer conversion.
- **Machine Learning Implementation:** Created customer segments using unsupervised machine learning models based on behavioral engagement metrics.
- **Data Visualization and Data Storytelling:** Built a customer analysis dashboard using Grafana to visualize the customer journey funnel and marketing KPIs. Provided actionable insights for Marketing department for monitoring and improving in marketing activities.

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.

- Interacted with Sales, Engineering and Product teams to combine new technology and systems with existing CRMs to improve internal operations efficiency.
- Designed and built business operations and financial reporting procedures. Worked with large datasets to design ad-hoc monthly sales, KPIs, and performance analysis report.
- Worked as head of Finance to provide sales data and KPIs analytics to the Sales team and CEO to support daily decision making.

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