庞玮敏

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数据分析项目：https://github.com/weiminpang-lori?tab=repositories

工作经历

德勤企业咨询（上海）有限公司 2020.10 - 至今

数据分析师-人工智能研究院（DAI）

- 【数据分析和建模】基于不同场景的业务需求，搭建业务数据指标体系，通过数据挖掘算法实现模型可视化，制定并产出数据分析报告，为客户提供决策方案
- 【数据可视化平台搭建】基于不同业务的生命周期，挖掘潜在问题并制定综合指标模块，通过数据采集，数据清洗，探索性分析等方法，串联客户、供应商和用户之间的业务关联关系，开发B端数据可视化平台并进行后续检测，为客户提供数据服务

爱奇艺 2019.11 - 2020.03

数据分析实习生-随刻事业部

- 【日常数据监测】运用SQL和Python处理热点频道feed流的核心效果数据（DAU，PV，UV等指标），产出专题分析报告，并对短期异常波动进行归因分析
- 【用户画像分析】基于用户标签数据，通过用户分层、用户分群等方法搭建不同专题的用户画像体系，圈定用户的长短期兴趣偏好，挖掘用户体验及视频推荐策略的优化点
- 【A/B实验评估】基于排序模型的线上化，通过A/B Test实验，分析核心指标差异的因果关系，评估推荐策略的最优版本，提升用户的留存率、视频完播率等

项目经历

某大型连锁零售集团 智慧零售精细化运营项目 2021.04 - 2021.10

数据分析

- 【项目背景】本项目旨在通过2020年~2021年超市零售在销售、商品、和客户方面的数据集（412W+），基于"人，货，场"三个维度挖掘商品关联性与客户价值，产出探索性分析报告，通过Tableau构建可视化平台，优化运营策略并精细化触达客户群体
- 【商品关联性挖掘】搭建接口进行数据采集并通过Python预处理数据、MySQL数据库构建业务（销售、商品和客户）指标体系；基于Apriori关联规则模型挖掘商品之间的强相关性，推荐客户购买最佳的商品组合并优化超市的资源配置
- 【客户画像分析】搭建RFM模型和K-Means聚类模型，基于客户交易行为（消费总额、购买频率和复购率等）数据细分客群，挖掘不同分层客户的价值及精细化运营的优化策略
- 【项目产出】数据可视化平台和产出报告展现了销售（时间、地域维度），商品（关联规则和促销活动）和客户画像（分类，行为和价值）模块的波动指标，为客户精细化运营提供数据支持，建议优化商品布局和推荐规则，提高超市销售额和客户复购率

AliExpress跨境电商数据分析及推荐算法项目 2020.11 - 2021.02

数据挖掘

- 【项目背景】AliExpress是阿里巴巴海外购物平台，项目通过2018年用户的历史行为日志数据探索用户行为规律和购物偏好，并预测未来用户可能购买的Top30商品集，针对异常问题制定优化策略
- 【用户行为分析】通过Python和MySQL数据库，基于用户和商品2个维度拆分清洗数据集；分析用户行为（PV、UV、平均访问量、活跃用户量和留存率等），用户消费情况（复购率、浏览购买转化率等）和TOP10热销商品情况（点击量、购买量等）等各项指标
- 【推荐模型搭建】搭建基于物品的协同过滤（Item CF）模型，基于用户行为和商品评分规则数据，判别商品之间的余弦相似度，预测未来用户可能购买的TOP30商品集
- 【项目产出】最终结果2.75%用户复购率，70.87%用户好评率，Top10商品占64.57%销售额的明显头部效应等；建议优化平台功能，以提高用户的留存率；追踪下单路径，计算并合理提高转化率；合理设定免息门槛和分期利息，增强用户购买力

教育经历

英国伯明翰大学 2018.09 - 2020.02

计算机科学 硕士

- 相关课程：智能数据分析，数据库，机器学习，评估方法与统计，数据结构，软件工程

英国莱斯特大学 2015.09 - 2018.06

会计与金融 本科

- 相关课程：统计学，计量应用经济，金融衍生品定价，金融市场产品，公司治理

核心技能

- **分析工具：** 精通SQL(MySQL)， Python(Numpy, Pandas, Matplotlib, Seaborn, Plotly)，Tableau，Power BI
- **模型算法：** 熟悉回归（逻辑，线性），分类（决策树，随机森林），K-means聚类分析等
- **其他工具：** 精通Microsoft Office, Axure，Visio，Process-On，Xmind
- **英语能力：** 听说读写良好，可作为工作语言

WEIMIN PANG

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WORK EXPERIENCE

Deloitte Enterprise Consulting (Shanghai) Co.Ltd 2020.10 - Present

Data Analyst-Data Artificial Intelligence (DAI)

- 【Data Analysis and Modeling】Build the business data indicator system based on the business requirements of different scenarios, realized model visualization with data mining algorithms, produced data analysis reports to provide decision-making solutions for customers.
- 【Build Data Visualization Platforms】Mined potential problems and formulated the comprehensive indicator system based on the life cycle of different businesses. Connected the business relationships among customers, suppliers, and users through data collection, data cleaning and exploratory analysis. Built data visualization platform and follow-up monitoring to provide customers with data services.

IQIYI 2019.11 - 2020.03

Data Analysis - Algorithm Strategy Internship

- 【Daily Data Monitoring】Used SQL and Python to process the core effect data (DAU, PV, UV, Retention Ratio, etc.) of feed streams of hot channels to create data analysis reports, conducted an attribution analysis of short-term abnormal fluctuations.
- 【User Profile Analysis】Analyzed the use of tag data based on leaks, grouping and other methods, delineated personalized groups and classified users' interests and preferences for short videos; explored user experience and the optimization point of the recommended strategy.
- 【A/B Experiment Evaluation】Based on the online implementation of the ranking model, conducted the A/B Test experiment to analyze the causality of the difference between the core indicators, evaluated the optimal version of the recommendation strategy.

PROJECT EXPERIENCE

A Large Chain Retail Group-Smart Retail Refined Operation Project 2021.04 - 2021.10

Data Analysis

- 【Project Background】The project aims to mine product correlation and customer value based on the three dimensions of "people, goods, and scenes" through the data set (412W+) of supermarket retail sales, goods, and customers from 2020 to 2021. Producted exploratory analysis reports, built visualization platforms with Tableau, optimized operational strategies and refined to reach customer groups.
- 【Commodity Relevance Mining】Built the interface for data collection and preprocess data with Python, built the business (sales, commodity and customer) indicator system with MySQL; mined strong correlations between commodities based on Apriori model, recommend customers to buy the best product portfolio and optimize the resource allocation of supermarkets.
- 【Customer Portrait Analysis】Explored the value of different customer groups based on customer transaction behavior (total consumption, purchase frequency, repurchase rate, etc.) with the RFM model and K-Means clustering model.
- 【Project Output】The data visualization platform and analysis report show the fluctuation indicators of sales (dimensions of time and geographical), commodity (association rules and promotions) and customer portrait (classification, behavior and value) modules, refined operations for customers to provide data support. It is suggested that optimize product layout and recommendation rules to improve supermarket sales and customer repurchase rates.

AliExpress E-commerce Data Analysis and Recommendation Algorithm Project 2020.11 - 2021.02

Data Mining

- 【Project Background】AliExpress is Alibaba's overseas shopping platform. The project aims to explore user behavior patterns and shopping preferences through the user's historical behavior log data in 2018, predicted the Top 30 product sets that users may purchase in the future, and formulates optimization strategies for abnormal problems.
- 【User Behavior Analysis】Preprocessed data in two dimensions of users and products with Python and MySQL; analyzed user behavior (PV, UV, average visits, active users and retention rate), user consumption (repurchase rate conversion rate) and TOP10 hot-selling products (clicks and purchases).
- 【Recommendation Model Building】Built an item-based collaborative filtering model to predict the set of TOP30 products that users may purchase in the future based on user behavior and product score data to discriminate the cosine.
- 【Project Output】The final result is 2.75% user repurchase rate, 70.87% user praise rate, TOP 10 products account for 64.57% of sales. It is recommended to optimize platform functions to improve user retention rate; track the order path, calculate and reasonably increase the conversion rate to enhance the purchasing of users.

EDUCATION

University of Birmingham 2018.09 - 2020.02

Computer Science Master

- Coursework: Intelligent Data Analysis, Databases, Machine Learning, Evaluation Method & Statistics, Data Structures, Software Engineering

University of Leicester 2015.09 - 2018.06

Accounting and Finance Bachelor

- Coursework: Statistical Information, Econometrics and Applied Economics, Financial Derivatives Pricing, Financial Market Products: Future and Forwards, Corporate Governance

CORE SKILLS

- **Analysis Tools:** Proficient in SQL (MySQL), Python (Numpy, Pandas, Matplotlib, Seaborn, Plotly), Jupyter Notebook, Tableau, Power BI
- **Model Algorithm:** Familiar with Regression (Logistic, Regression), Classification (Decision Tree, Random Forest), K-Means Clustering, Etc
- **Other Tools:** Proficient in Microsoft Office, Visio, Process-On, Xmind
- **English Ability:** Listening, Speaking, Reading and Writing, Available as Work Language