Xiaoxi Ma

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EXPERIENCE

Johnson & Johnson Health and Wellness Solutions, *Statistician,* New Brunswick, NJ *July 2017*

- Built predictive models to investigate different combinations of interventions' impact on physical activity behavior change
- Support marketing team by using clustering approach to generate profiles of target customers
- Wrote project protocol, designed evaluation scale, conducted statistical analysis on multi-projects

Optimal Strategix Group, *Associate, Advanced Analytics*, Newtown, PA *Nov.2015-June 2017*

- Using R, SPSS, Latent Gold for segmentation and targeting analytics; procedures include Discriminate Analysis, Decision tree, k-means clustering, heretical clustering, and latent probability classes, extending to predictive models
- Applying partial linear squared regression, state space model, hierarchical time series, random effect model to forecast revenue for each of the stores in the biggest automotive service franchise
- Analyzing survey data with statistical models to forecast product market shares for the medical devices and pharmaceutical brands; developing weights.
- Automated data aggregation and statistical testing with Excel Macros
- Creating experimental designs with multiple controlling factors for Patient Simulation
- Program conjoint studies and generate part-worth calculations, and simulations
- Conducted concept testing, positioning studies

Department of Civil and Environmental Engineering, Rutgers University *Jun. 2015-Sep. 2015*
Data Analyst

- Used SAS, R, ArcGIS to preform data analyst, spatial analyst and statistical modeling on several USA Traffic and Rail derailment related Projects
- Applied Logistic regression, Negative Binomial regression, Beta regression etc. to fit models

Covance Inc, Princeton, NJ *Jun. 2014 –Dec. 2014*
Statistical Analyst (Intern & part time)

- Independent statistical programming to QC tables, listings and graphs (TFLs) for clinical trial data
- Built linear mixed effects model using SAS according to Protocol, SAP, SDTM, Mock up Shells

EDUCATION

Rutgers, the State University of New Jersey, New Brunswick, New Jersey *Oct. 2015*
Master of Science (M.S.), Statistics

Zhongnan University of Economics and Law, Wuhan, China *May 2013*
Bachelor of Science in Statistics

SELETED COURSES

Time Series Analysis	Theory of Statistic	Multivariate Statistical Analysis	Design of Experiments
Data Mining	Theory of Probability	Categorical Data Analysis	Inter. Stat Methods

TOOLS

Statistical Program: R, SPSS, Python, SAS (Certified Advance and Base Programmer for SAS 9), Latent Gold, SQL, Microsoft Word, Excel, PowerPoint

PROJECTS

Oil Change Store Revenue Forecasting *Jan.-May 2016*

- Partial linear squared regression (PLS) and random effect model has been performed to analysis the relations between Satisfactions, Performance and Customer return rate
- Used State Space model to forecast revenue individually over 200 stores, applied Hierarchical Time Series to reconciling the individual level forecasting from bottom to top level

Feature Extraction and Inference of LIBRAS Movement *Fall 2014*

- Reduced high dimensionality by utilizing PCA and FDA projection and utilized Cross-Validation to reduce the number of component and identify the best parameter
- Conducted Data Mining Method Comparative Study: KNN, LDA, LRGLM, SVM, Tree-based etc. are used to train data and make inference

AWARDS

Best Project Award, Most Innovative Project Award, 2016 Q1 best Performance Award