

Simeng Dai

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SUMMARY

2+ years' experience in large-scale data analysis, machine learning, statistical analysis and modeling through SQL, R and Python. Passionate about data storytelling, keen to uncover the stories hidden in the data and communicate across functions to solve business problems and develop actionable solutions.

Proficient in using statistical tools to conduct data analysis driven by business needs for critical business decisions.

WORK EXPERIENCE

Deloitte

October 2016 - Present

Advisory Consultant

- Audited 1M+ daily operational records for one of the largest consumer product companies to uncover evidence of schemes and scenarios for the forensics and legal teams to precisely identify the fraud and mitigate losses.
- Developed R queries and regression models to analyze data and detect potential fraud. Built Tableau dashboards to illustrate the stories behind the data, which was utilized by the management team to propose new contracts with \$100k+ business opportunities.
- Mined and analyzed data to support claim related litigation on a bankruptcy liquidation project for a large financial institution. Developed SQL queries to investigate requestor inquiries, produce relevant data, create detailed reports, and perform data validation check. Automated data consolidation and validation via SQL to save 50% of time.
- Performed model validation for one of the top-5 largest banks in the U.S. and developed incremental test on thousands of historical records in R and SQL.
- Assisted a Middle East country in building the fraud prevention system. Prepared modeling documentations to explain the statistical logics and the business effects of the models to high profile government officials.

Credo Reference, Boston, MA

January 2016 – May 2016

Business Analyst

- Investigated user behaviors and detected fraud usage of the product. Proposed solutions for clients to address the data abuse, reduced the abuse by over 80%.
- Monitored key product metrics, including active users, growth and retention. Analyzed 100K+ data for desktop and mobile platforms and evaluate the business performance using SQL. Built reports for the teams across the company.

Brookings Institution, Washington, D.C.

September 2015 – December 2015

Business Analyst Intern

- Performed A/B testing to observe user reactions to ads and modified windows and phone layout accordingly to increase ads and content clicks.
- Researched audience patterns to improve Brookings' China and Middle East market and proposed improvement for yearly strategic plan to move key metrics.
- Built weekly analysis reports on content performance for scholars and management teams across the organization.

Thomson Reuters, Washington, D.C.

July 2015 – September 2015

Researcher

- Conducted extensive research for the west and east coast national affairs correspondents, including a Pulitzer Prize winner. Developed databases with comprehensive information to meet the needs and speed up the reporting process.
- Presented the trends of the topics and made recommendations on reporting plans.

EDUCATION

Boston University, Boston, MA

Master of Science, Business and Economics Journalism; GPA: 3.45

2016

Key coursework: Data Analysis and Decision Making (MBA); Data Storytelling

Xi'an International Studies University, Xi'an, China

2014

Bachelor of Arts in Journalism (English); GPA: 3.61

Exchange programs:

The George Washington University, Washington DC, Fall 2015

Key coursework: Statistical Computing Packages, Media Law

COMMUNITY & AWARDS

- Andrew Baer Scholarship.
- Writing center tutor at Boston University.