WENYI YAN

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DATA SCIENCE ACHIEVEMENTS

- Wrote over 30 data science articles in the year 2019, with 200k viewers which cover statistics, machine learning, visualization, and business topics
- One of the articles is ranked in the first page on Google Search
- Coach members SQL in i-love-data science community for over four years

PROFILE

- End-to-end person, including marketing growth, analytics, A/B test, predictive modeling, dashboard and reporting
- Six+ years of data analytics experience in e-commence, marketplace, digital marketing, RTB industry across B2C, B2B, focus on funnel optimization, audience segmentation, user journey analysis

SKILLS

- Analysis: Advanced SQL, Hive, Tableau, Periscope, Excel
- Data Science: Python (Pandas, NumPy, Sklearn, Matplotlib), Statistics, Hadoop, Git
- Machine learning models: Logistical Regression, Random Forest, GBDT, K-means, Time Series(ARIMA), Collaborative Filtering
- Database: MySQL, Snowflake, PostgreSQL, Hive, BigQuery, Oracle
- Marketing: SEO, Google Analytics, Facebook Ads Manager, Google Ad Words, Customerio, Sendgrid, Twilio, AppsFlyer

PROFESSIONAL EXPERIENCE

Seasoned, San Francisco, CA
Provide a marketplace for food service industry professionals to find jobs and connect with food service coworkers
Data Scientist, Analytics   **Sep 2019 - Present**

- Write complex and efficient SQL query for daily and project analytics
- Lead marketing and product A/B test, including defined key metrics, experiment design to acquire and retain user
- Analyze and optimize user journey by using cohort analysis, conversation funnel, clustering model(k-means), predictive model (Logistic Regression, GBDT, ect)
- Perform exploratory analysis and feature engineering to improve recommendation system
- Worked with product and growth team closely to evaluate and translating analytics insights into action
- Build dashboard and report to help business performance and set business goal

Facebook, Menlo Park, CA
Buy or sell new and used items easily on Facebook Marketplace, locally or from businesses
Data Scientist, Analytics (Contractor)   **May 2019 - Aug 2019**
                                                                                        (4 months due to visa status)

- Worked with marketplace ranking team to implement seller ranking optimization experiments to increase seller retention
- Applied time series (Arima, Prophet) to forecast the number of data center machine needed of Facebook Marketplace for year 2020, to support regular usage and machine learning usage

GAUSSCODE TECHNOLOGY, Santa Clara, CA
A consumer-centric big data technology and application solution provider
Sr. Data Analyst, Data Science Manager   **Aug 2016 - April 2019**

- Built an automotive hierarchical demand forecasting system using Time Series Analysis. Prediction involves diverse aspects from national to county, segment to model, quarter to week. Managed to control errors of prediction to be less than 10%
- Led in leads generator machine learning model for dealers with 20% lift, and decreased the conversion windows by 15%
- Developed retention machine learning models to regain"drop-out" customers with around $1.6 million in auto sales improvement

SOJERN, San Francisco, CA
Travel's direct demand engine for thousands of brands that drives more direct bookings and maximizes revenue
BI Data Engineer   **Dec 2015 - Aug 2016**

- Built real time dashboard to monitor and evaluate the performance of 1K+ A/B Tests using Tableau, Python and cron jobs
- Collaborated with modeling team to find conversion pattern of different travel categories using Python
- Interacted with internal clients to scope requests and develop complex SQL queries to extract data from BigQuery
- Led a number of cross-team training sessions to coach internal stakeholders about our reporting and data tools

ADARA, Mountain View, CA
Leverages global travel data to drive future business performance
Data Analyst

                                                                                        June 2014 - Dec 2015

- Identified, analyzed, and interpreted campaign performances in complex data sets by writing SQL

- Designed and evaluated A/B test, monitoring key metrics by applying statistics and hypothesis analysis
- Delivered structured analyses to PM, AM to support strategic and operational planning and execution

EDUCATION

Master of Computer Science (Focus in Data Science)　　　　　　　　　　　　　　　　**San Jose, CA**
International Technology Institute　　　　　　　　　　　　　　　　　　　　　　　　　　**Jan 2017 - Dec 2018**

MBA　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Santa Clara, CA**
Santa Clara University　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Apr 2013 - Dec 2015**

B.S Electrical Engineering　　　　　　　　　　　　　　　　　　　　　　　　　**Shanghai, CHINA**
Shanghai Institute of Technology　　　　　　　　　　　　　　　　　　　　　　**Sep 2004 - June 2008**