Yuwei Jiang
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Statistics graduate with 2-year analysis and analytical tools experience are seeking an analysis position.

EDUCATION

Master of Science, **Statistics**, California State University East Bay	2018-2020
Bachelor of Science, Nutritional Science, California State University Los Angeles	2015-2017
AA, Social and Behavioral Science, East Los Angeles Community College	2012-2015

SKILLS

Software: **MySQL**, R, **Python**, **Tableau**, Spark, AWS S3, Microsoft Excel, PowerPoint, SAS, Power BI.

DS Pkgs: sklearn, pandas, NumPy, SciPy, matplotlib, seaborn, ggplot2, plotly, BeautifulSoup, Regex, etc.

Statistics: Model Optimization, Bootstrap, **A/B Testing**, Data Mining, Multivariance Testing, Correlation.

Business Analytics: AARRR framework, user segmentation, cluster/cohort analysis, **ROI**, **Cannibalization**, etc.

Spoken and written English and Mandarin Chinese.

EXPERIENCE (Paid and Unpaid Work / Internships / Volunteer)

Data Analyst (Volunteer)   July 2020 – Current
Growing Real Opportunities in the Workforce (G.R.O.W.), Emeryville, CA
Regularly **tracks key metrics** in appointed focus area and **maintain a database** for ease of access and review.
Develops a tool for ease of **data collection and analysis** with accompanying tables and graphs when necessary.
Clearly presents information in a digestible format to appropriate G.R.O.W. team members.

Extracurricular & Academic Activities (Data Analysis)   July 2020 – Current
KPMG Virtual Internship
Using **Python** to clean data, doing some data **modeling, exploration**, creating **dashboard** in **Tableau** to visualize data for customer audience of Sprocket Central Ltd (bicycling and accessories).

Statistics Graduate Teaching Associate, Part-time (Paid)   Aug 2019 - May 2020
California State University East Bay, Hayward, CA
Prepared for and taught freshmen students' foundational skills in Probability, Algebra, Calculus, R, Python, SQL.

Marketing Analyst (Paid)   Dec 2017 - Aug 2018
Bubble Crush, Monterey Park, CA (Retail drink company)
Forecasted inventory to optimize inventory by 20% with no effect on service level by data analytical tools.
Collaborated with manager to collect data and expand a new market by customer trends and sales channel analysis.
Maximized the profit margin to 30% by establishing the business strategies based on the prediction.

PROJECT

[Extracurricular Project: User Behavior Research: Gaming Habits for Mobile Game "Brutal Age" – 2020](#)
Completed ETL procedures on an opensource dataset over 820K records and 109 variables **using SQL**.
Designed database for storing user information, in-game supplement related attributes.
Visualized data to track KPIs such as daily new users, **conversion rate**, PPU, ARPU, ARPPU **using Tableau**.
Illustrated **user value** and their gaming habits by *RFM user segmentation* method.
Designed special event plan to acquire 2X more monthly new users than monthly average.

[Extracurricular Project: Mobile Game A/B Testing with Cookie Cats in Python, 2020](#)
Designed an **A/B-test experiment** on over 90K records data to measure the impact of change in game in **Python**.
Checked sanity and chose key metrics - **retention rate** to make decision based on bootstrapping and p-value.

[Project: Build a Binary Classifier to Predict Lending Club Loan Data Fully i.e. paid or default – 2019](#)
Preprocessed ~2 GB data including **missing imputation, variable standardization, feature engineering, feature selection** and extracted 90+ features containing categorical, numerical and time series data.
Boosted model by different approaches including: Logistic Regression, Naïve Bayes, Random Forest, KNN.
Evaluated and Improved **model performance** based on ROC curve and AUC value using cross-validation method.