

Yuwei Jiang, M.S.

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Statistics graduate with 2-year data analytic experience seeking full-time position in data analytics.

EDUCATION

Master of Science , Statistics, <u>California State University East Bay</u>	2018-2020
Bachelor of Science , Nutritional Science, <u>California State University Los Angeles</u>	2015-2017

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, Multivariate Testing, Correlation.

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

Spoken and written English and Mandarin Chinese.

EXPERIENCE

Data Analyst, Volunteer @ G.R.O.W., Emeryville, CA July 2020 – Present

- Develop a tool for collecting data from K-12 education system and an ETL process for data analysis.
- Maintain database ease of use and provide key metrics and report for program outcomes like effectiveness, quality, and cost-to-revenue ratios via Tableau.
- Deploy analytics around recurring and prospective donor demographics to forecast fundraising outcomes with predictive analytics, and modeling and optimization.

Graduate Teaching Associate, Part-time @ CSU East Bay, Hayward, CA Aug 2019 - May 2020

- Prepared teaching materials and taught various stats courses including Probability Theory, Algebra, Calculus, R, Python, SQL to undergraduate students.

Marketing Analyst @ Bubble Crush, Monterey Park, CA Dec 2017 - Aug 2018

- Developed data analytical tools to optimize inventory forecast by 20% with no impact on sale performance.
- Collected data to expand existing market via customer trends and sales channel analysis.
- Achieved quarter to quarter profit margin by 30% through establishing the business strategies via predictive analytics.

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.