MINGYANG QIN

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PROFILE

- 2+ years of experience in business intelligence/data analytics
- 2+ years of experience in SQL, Python & R and data visualization in Tableau

EDUCATION

DUKE UNIVERSITY, **The Fuqua School of Business, *Master of Science Degree: Business Analytics***, GPA: 3.6/4.0 — May 2019

RENMIN UNIVERSITY OF CHINA, ***Bachelor of Management Degree: Accounting***, GPA: 3.7/4.0 — June 2018

TECHNICAL SKILLS

Programming Skill-sets: SQL, Tableau/Desktop Qualified Certification, R, Python/Numpy, Pandas, Git, Advanced Excel.
Statistical Methods: Linear regression, Lasso logistic regression, PCA, K-means, Clustering, Random forests.
Data Visualization Works: https://public.tableau.com/profile/mingyang.qin/

EXPERIENCE

IPG KINESSO: *Senior Analyst, Business and Audience Insights (SQL, Excel)* — San Francisco, CA
Mar - May 2020

- Report Automation: Automated existed reports for repeated use by designing parameter and SQL queries, reducing the original time by 80%. Performed ad-hoc analysis based on the client needs. Provided recommendations for new report development.
- Measurement Design: Developed KPIs and campaign measurement frameworks for networks, exchanges and day-part across multiple TV and CTV tactics; presented rankings with weighted indexes.
- Budget Optimization: Innovated to extend measurement and planning capabilities across multiple channels and screens to develop wholistic planning and optimization possibilities for both digital and TV tactics.

ZYPMEDIA: *Operations Analyst (SQL, Python, Excel)* — San Francisco, CA
Aug - Dec 2019

- Data Analysis: Identified target audience for Display/Video/OTT campaigns in 2M+ unstructured data using SQL, increasing reach and frequency of valued customers by 38% on average.
- KPI optimization: Beat campaign KPIs such as CTR and VCR, by composing targeting strategies through various tactics. Surpassed a high client satisfaction rate with 97% for stakeholders.
- Reporting & Automation: Generated campaign pacing reports and pivot tables using advanced SQL queries for trouble shoot. Automated process of problematic campaigns detection in Python, reducing time by 50%.
- Cross-functional Communication: Supported account manager with ad-hoc reports to clients; collaborated with engineering team for database maintenance and Redshift query efficiency improvement.

FIDELITY INVESTMENT: *IT Audit Project (SQL, Tableau)* — Durham, NC
Mar - May 2019

- Data Manipulation: Detected API limiting calls in AWS and aggregated data using SQL on 1.7B+ records.
- IT Control Management: Identified anomalies in AWS log-in data using SQL and Excel to test AWS account efficiency, proposing changes to current control strategies and saving budget by 17%.
- Visualization: Designed static report visualizing error frequency and distributions in different accounts with interactive dashboards in Tableau, presenting insights and recommendations to IT teams.

B-CORE CONSULTING: *Business Analyst Intern (Python, Tableau)* — Beijing, China
Jan - July 2018

- **Musical Instrument Sales Solution: Increasing Sales Conversion Rate**

- Devised strategies to improve a local musical instrument provider's sales conversion rate of official website.
- Modeling: Performed cluster analysis by PCA to characterize customers, shaping targeting strategies to optimize budget. Leveraged Markov Chain and Survival Analysis model to pinpoint engagements that most effectively lead to sales.
- Presented recommendations for marketing resource allocation and customer conversion, increasing conversion rate by 15%.

- **HR Solution: Decreasing Employee Attrition Rate**

- Reassigned value to several variables to transfer text into categories, recoding to decrease level amounts.
- Modeling: Built Logistic Regression model to discover main triggers of high attrition rate; compared three predictive models to forecast individual employee attrition rate: Lasso Logistic Regression, Random Forest, and Neural Network.
- Evaluated three models with 10-fold cross validation; presented strategies to clients and successfully controlled employee attrition rate by 30%.