

Summary

Professional with 3 years of working experience in a fastpaced tech company and 4 years of quantitative research experience

Skills

- Analytics: SQL, Excel
- Programming: Python, R, Octave
- Visualization: Tableau, ggplot2, Matplotlib

Experience

Data Analyst, Shutterfly.inc

July 2017-Present

I closely work with marketing strategy, platform engineering, and campaign operation teams to improve the performance of email and direct mail channels. With in-depth studies of Shutterfly user log data via SQL queries in Teradata, I provide actionable insights and recommendations to partner teams and help them make data-driven decisions.

- Develop and maintain reports for critical KPIs
 - conduct marketing research with the strategy team to identify Key Performance Index
 - develop SQL pipelines and procedures to query and process data from in-house database
 - create reports on Tableau or Excel to help the management team adjust campaign strategies to improve marketing efficiency
- Support AB testing for multiple channels
 - develop hypotheses and proactively recommend testing opportunities
 - implement SQL scripts to conduct the real-time statistical test for email campaigns and schedule the report on Crontab platform
 - develop and standardize test reporting and analysis approach and templates
- Conduct ad-hoc analysis to provide actionable insights
 - perform ad-hoc analysis including A/B test, pre/post-campaign analysis, YOY analysis, and revenue prediction to help partner teams understand key business problems and customer behavior
- Partner with the engineering and data warehousing teams to ensure data accuracy

Teaching/Research Assistant, University of Florida

Aug 2013-Jun 2015

- Conducted multivariate analysis and confirmed the safety of the land application of a bioenergy waste material.

Research Assistant, University of Nebraska Lincoln

Jan 2012-Aug 2013

- Conducted an 18 months field experiment to determine the decomposition rate and nitrogen release of three cover crops in an organic system.

Education

MS, Statistics, California State University - East Bay (GPA 4.0/4.0)

Jun 2017

PHD, Soil and Water Science, University of Florida (quit)

Jun 2015

MS, Natural Resources, University of Nebraska - Lincoln

Aug 2013

BS, Environment Science, Nanjing Agricultural University

Jun 2011

Certifications: Deep Learning Specialization, Udacity Data Analyst Nano Degree, SAS BASE programmer for SAS 9.0, SAS Advanced Programmer for SAS 9.0