

Gao lei

EXPERIENCE

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- Spine Media** | New York, the United States / Beijing, China | **Data Scientist** Apr/2021 – Present
- Based on business requirement, pull data 1TB daily to generate dashboard to help monitor and diagnose key metrics such as CTR, eCPM and instruct bidding strategy (bid price, budget allocation, cohort segment etc.).
 - Deep analysis on logs and conduct A/B test to optimize operation strategy to maintain investment scale (10M) and stable ROI (10%).
 - Develop, tune, and deploy multiple machine learning models prototype (bidding price, decision tree, time series, ctr prediction and clustering etc.) to help make actionable decision on campaign scale/targeting/profitability.
- Good Boy Studios** | New York, the United States | **Data Scientist** Jan/2020 – Apr/2021
- Develop, tune, and deploy multiple machine learning models (propensity model, anomaly detection, NLP, recommender system) to optimize product and marketing strategy and increase GMV ~15% based on user portrait and behaviors.
 - Design and evaluate A/B test, casual inference to optimize product and marketing strategy.
 - Identify, analyze, and interpret 38 trends or patterns in ~2 million users from Mobile App Product (Pet Parade) to drive business decision such as root cause analysis on abnormal metric, cohort's analysis.
- humanID** | New York, the United States | **Business Analyst** Oct/2018 – Dec/2019
- Defined business requirements, created and optimized tracker database and detailed dashboard for Sales and HR teams on GCP. Outlined problems and opportunities to improve business efficacy such as leads to 22% monthly.
 - Customized, integrated and test features to automate workflow such as quote based on sales requirements agilely and to increase lead generation by 18%.
 - Interpreted data, formulated reports, and made recommendations such as budget allocation to boost traffic by 17% and decreased CPC by 10%; Initialized and implemented SEO strategy such as A/B test, SERP, GTM.
- Sinochem Holdings** [Fortune 30] | Beijing, China | **Strategy Manager / Business Analyst** Jul/2011 – Sep/2018
- Interpreted and analyzed marketing and financial data to create insight reports for executives; reported identified client behaviors to enable effective marketing strategy; developed metrics and evaluated efficiency of business operations.
 - Formulated and maintained strategic plan for entire chemical and agri-food industry chain with methodology such as benchmarking and SWOT analysis. Involved in two M&A cases as a technical analyst.
 - Developed channel optimization plan with market surveys and RFM model to enable creation of new customer channel, which ultimately accounted for 15% of total channel revenue in 2nd year.
 - Created BRD and conducted Agile project management with streamlined plan and critical path, eventually delivering analytics project reports.
- China Agricultural University** | Beijing, China | **Research Assistant** Jul/2009 – Sep/2011
- Interpreted and analyzed research and project data to create insight reports for professors; reported identified pattern on soil and plant growth models to increase yield and nutrient management.

DATA PROJECTS & COMPETITION

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- Pitney Bowes Data Challenge 2021: 1st Winner / 36 Teams** Apr/2021 – May/2021
https://zicklin.baruch.cuny.edu/zicklin_news/zicklin-grad-students-win-pitney-bowes-data-challenge/
- Data Warehousing: NYC 311 Illegal Parking** Jun/2020 – Jul/2020
- Retrieved latest 3 years of data equaling 58k records into the Oracle cloud database with Python from APIs using Kimball methodology; implemented ETL pipeline to identify KPIs such as illegal parking per hour with Pentaho and visualized via dashboards using Tableau to monitor distribution of illegal parking and provide suggestion on how to decrease illegal parking.
- Data Visualization: NYC Free Property Analysis** Nov/2020 – Jan/2021
https://colab.research.google.com/drive/1eaB7JCAzPLK2y_WBcONWO_M-MajuazoY?usp=sharing

EDUCATION & SKILL DEVELOPMENT

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- Baruch College** | New York, the United States | **MS in Computer Information Systems-Data Analysis** | GPA: 3.7 Jan/2020 – Jul/2021
- NYU Computer Science Bridge Programs** | New York, the United States | Distinctive Student Jan/2020 – Jun/2020
- China Agricultural University** | Beijing, China | **MS in Plant Nutrition** | GPA: 3.5 Sep/2007 – Jul/2009
- Certification: CISM (ISACA) | BMC (Bloomberg)** Mar/2019 | Apr/2021

TECHNOLOGY & LANGUAGE SKILLS

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- Advanced Level:** Python, SQL, Big Query, Machine Learning **Intermediate Level:** Tableau, VBA
- Beginner Level:** PyTorch, NLP, Spark **Languages:** Fluent in Mandarin