Zeren Yan

Data Engineer | Data Analyst | Software Engineer

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Self-driven technical professional with experience in developing predictive models on large-scale datasets to address strategic business problems through leveraging advanced statistical modeling, machine learning, and data mining techniques. Ideally suited for roles in Software Developer and Data Engineer for SAAS & PAAS companies.

PROFESSIONAL EXPERIENCE

Full Stack Software Engineer

Find your influence| Scottsdale, Arizona| January 2020 – Now

- Cooperated with UI/UX designer and implement business logic from design to production by Angular, ASP.Net, and T-SQL.
- Utilized Airflow flow to collect platform KOLs' social data feed, set up script scheduler, and persist the data into database.
- Utilized AWS Simple Email Service to develop a weekly alert system rolling out KOL token status.
- Duty on Zendesk Support ticket and continually Improved AD-Hoc Query and tested Restful API by Postman.
- Designed a linear programming model to maximize the Key Opinion Leader's (KOLs) influence within the client's budget.
- Devised web crawler with web request technology and built and hourly KOL influence time-series tracking system to strategize business digital marketing plans increased revenue.

Research Assistant

Arizona State University | Tempe, Arizona | August 2019 – May 2020

- How to Create an Effective Crowdfunding Campaign: developed text processing pipelines and topic model to detect themes in Kickstarter project and campaigns examined their impact on project success.
- How Informative YouTube Healthcare Related Videos are: devised a deep learning based medical entity recognition model with Keras and Tensorflow to extract medical terminologies from YouTube videos.
- Course Evaluation Analysis: evaluated and re-architected 10 years of ASU course evaluation data and designed a database in MySQL to reduce data redundancy.

Self-driven Business Analyst

Loan Repayment Analysis | Tempe, Arizona | May 2020 – June 2020

- Accomplished an exploratory data analysis and improve data quality by removing outliers and standardizing the data.
- Visualized the relationship between customer information (days of employed, age, credit income percent, etc.) and loan repayment by heatmap and KDE plot.
- Feature engineered customer information, by using polynomial feature transformer and architecting new features, and improved 8% model AUC score by LightGBM compared with baseline model.

EDUCATION

Business Analytics (MSBA)
Arizona State University |GPA 3.50| May 2020

Computer Information System (CIS)
Arizona State University |GPA 3.65| May 2019

TECHNICAL SKILLS

Programming Languages: Python |Java |C# |R |C++ |SQL |HTML |CSS |

Tools: MySQL |SQLite |Hadoop |Jupyter Notebooks |Tableau | Excel Solver| @Risk Analytics |SAS Enterprise |Palisades Decision Suite |SPSS |FileZilla |GIT |

Frameworks: Angular |ASP.NET |Django |Flask |Spring MVC |Typecho |Maven |

Library: Pandas |Sklearn |Seaborn |NumPy |Surprise |Guided-LDA |Keras |Tensorflow |bs4 |Matplotlib |itchat |Pillow |NLTK |SpaCy |TextBlob |StanfordNLP | LightGBM

Server: CentOS |Windows |Mac OS |Ubuntu |AWS |

Analysis Model: Predictive analysis |Cost Analysis |Decision analysis |Financial Analysis |Time-series Analysis |

Project Driving Capabilities: Waterfall |Scrum |Automation |Six Sigma|

PRODUCT INITIATIVES

https://jlblog.tech/ | Product Owner

- Built my own website through a PHP-based framework (Typecho) and refactored front-end to improve user experience.
- Track and analyze visitor site traffic for user engagement driven content design and attract over 1,460,000 visitors.
- Increase product awareness by operating the blog to help programming beginners improve their coding skills.
- Refactoring and productizing app by GraphQL / Django/ Angular