

Yingrui "Rayna" Ji

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PROFILE

Specialties: Data Management, A/B Testing, Statistical analysis, Data Visualization, Machine Learning, Big data analytics

Tools & Technologies: Tableau, GitHub, Colab, Microsoft Office, GCP, Access, Studio 3T, SPSS, Stata, Trello

Programming Languages: SQL, Python, R, Excel Macro VBA, Java, SAS, HTML

Certifications: Tableau Desktop Certified Associate; AWS Certified Cloud Practitioner

EDUCATION

University of California, Davis

Master of Science, Business Analytics

San Francisco, CA

Aug. 2019 - Jun. 2020

Highlighted coursework: Data Design and Representation, Advanced Statistics, Machine Learning, Big Data Analytics

Shanghai University of Finance and Economics (SUFU)

Bachelor of Management, Information Management and Information System

Shanghai, CHN

Sept. 2015 - Jun. 2019

PROFESSIONAL EXPERIENCE

Asian Art Museum (AAM)

Business Analyst & CSM (Customer Success Manager), Practicum Project Team

San Francisco, CA

Sept. 2019 - Present

Predicted attendance for exhibition schedule planning. Identified key attendance-drivers for exhibition design guidance.

- **Customer Success Management:** Ensured project success by nailing down handover details as a CSM.
- **Construct Lost Data:** With an accuracy of 97%, reconstructed missing daily attendance data via statistical analysis.
- **Feature Engineering:** Improved predictive model accuracy by 11% with 13 constructed exhibition features; Laid out a roadmap for flagship exhibition design by identifying three key attendance-drivers via statistical analysis in R.
- **Predictive Analysis:** Increased museum attendance by 7% with a new exhibition schedule according to the attendance prediction model using Time Series and Random Forest algorithms via Python and R.
- **Data Maintenance:** Designed and delivered a SQL database to facilitate data validation, storage, and analysis.

eBay Co., Ltd.

Data Analyst Intern, Business Management Department

Shanghai, CHN

Apr. 2018 - Feb. 2019

Analyzed data to support decision-making in highly critical business functions like targeted marketing, defect monitoring, etc.

- Decreased defect rate of transactions in Canada by 0.8% by designing a dashboard for targeted preventative actions.
- Conducted impact analysis of a \$2Bn portfolio via SQL to refine SpeedPAK shipping policy guidelines by working cross-functionally to understand requirements and communicate results to non-technical.
- Secured 77% of potential sellers to enter eBay platform by identifying profitable categories for clients as new market entry by analyzing millions of transaction data via optimized SQL queries.
- Maintained listing quota utilization rate at a healthy level for stratified users via SQL statements.
- Reduced analysis time by 70% by standardization and automation of routine data-pipelines tasks via Excel VBA.

Victoria's Secret

Assistant to Merchandising Manager, Department of Merchandise Planning & Allocating

Shanghai, CHN

Sept. 2017 - Feb. 2018

- Reduced 80% of data search time by spearheading a project with IT colleges to migrate over to a SQL database.
- Played a pivotal role in ideation, development and rollout of an A/B testing pilot project in duty-free airport store.
- Achieved a 28% year-over-year sales growth by optimizing stock supply and promotion plans for Lunar New Year.

ADDITIONAL QUALIFICATIONS

Leadership:

Community Student Leader, DSAC ([Directors' Student Advisory Council](#))

Sept. 2019 - Present

Chairman, Student Union of Shanghai University of Finance and Economics

Jun. 2017 - Jun. 2018

Vice President Education (VPE), SUFE Toastmaster International Club

Oct. 2015 - Jun. 2019

Projects:

Database Management: Web-scraped eBay sponsored items database; OMDb API movie information database; etc;

Machine Learning: Sentiment Analysis of Yelp reviews; Multiple Classification models for diabetes prediction; Topic Modeling on New York Times articles about 2020 Democratic Primary Election; Recommender system based on Association Rules Mining; Steam Retention Analysis based on Customer Segmentation Analysis and Topic Modeling

Big Data Analytics: Venmo Transactions Social Network Analysis