Rongrong Tang

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EDUCATION

University of Arizona   **AZ, US**
Master of Statistics and Data Science | GPA 4.0/4.0   Aug 2021 - May 2023
Relevant courses: Machine Learning | Data management and the **SAS** Programing Language | **Neural Networks** | Statistical Consulting | Theory of Statistics | Theory of Probability | Design of Experiments | Statistical Regression Analysis
Certificates: SAS Certified Specialist: **Base Programming Using SAS 9.4**   offered by SAS 2022

Changzhou University   **Changzhou, CN**
Bachelor of Oil-Gas Storage and Transportation Engineering | GPA 3.2/4.0   Sep 2011 - Jul 2015

TECHNICAL SKILLS

Programming Languages: MySQL, Python (Pandas, NumPy, Seaborn, Sklearn, Matplotlib), SAS, R
Techniques: Classification, Clustering, Linear Regression, Machine Learning, Deep Learning, A/B testing
Data Visualization: Tableau, Excel, PowerBI, PowerPoint

WORK EXPERIENCE

Sinopec Nanjing Engineering & Construction Incorporation   **Nanjing, CN**
Budget Officer, Full-time   Jul 2015 - Jun 2021
- Facilitated in total **20** oil tank project budget management and wined in total **10** bidding and achieved in average **20%** profit via optimizing quotation with cost accounting and profit analytics
- Integrated projects' raw material, labor, and mechanical cost data in **SQL** to form project raw cost based on bill of quantities; Formed project quote via adding operation cost, expected profit, and taxes
- Developed promising quote via analyzing historical bidding price and competitor quotes in **Excel** with visualization in **Tableau**
- After wined the bid and signed the contract, optimized target cost to maximize profits with **cross-functional collaboration** with construction department, human resources department and supply department

PROJECTS

Prediction of Bank Customers Churn (Python, Deep Learning)   Sept 2022 - Oct 2022
- Performed **EDA** in Python to visualize **10K+** bank customer data, finding that customers with 3 or 4 products or inactive older age customers have higher chances to churn
- Performed **feature selection** resulting in 10 predictor variables and applied **feature engineering** on variable "Geography" and "Gender" with **one-hot encoding** and **label encoding**
- Applied **Artificial Neural Network Model (ANN)** to perform bank customers churn prediction in Python and achieved **88%** prediction accuracy

Credit Card Customer Segmentation (Python, K-Means Clustering)   Jun 2022 - Jul 2022
- **Segmented 600+** credit card customers into 5 groups with **RFM Analysis** to facilitate target marketing
- Conducted **EDA** to visualize the distribution of numerical columns with Python and Performed **data preprocessing** via censoring boundaries and replace potential outliers with boundary values
- Built 2 **K-Means Clustering** models to segment customer and compared clustering performance with silhouette score; identified the best performance model with silhouette Score: **0.75**

Predict Success of a Zomato Restaurant (Python, Machine Learning)   Nov 2021 - Dec 2021
- Conducted **EDA** with integrated **50K+** restaurant data to visualize restaurant operation mode, customer preference & reviews, target customer in Python
- Performed **data cleaning** via removing useless information on "approx_cost" and "rate" column and conducted **feature engineering** via creating target dependent variable "success" based on the value of "rate" column
- Applied Logistic Regression, KNN, Naive Bayes, Decision Trees, and Random Forest to predict the success of restaurant and achieved **90%** prediction accuracy with **Random Forest**