

Tiana Zhu

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EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Master of Science, Public Policy and Management

Sep. 2020--May. 2023

Courses: Applied Econometrics, Data Science for Product Managers, Data Structures and Algorithms, Advanced Business Analytics, Data Mining, Intro to Machine Learning, Machine Learning with Large Datasets

Southeast University

Nanjing, China

Bachelor of Arts, Japanese

Sep. 2016--Jun. 2020

PROFESSIONAL EXPERIENCE

Cash App

San Francisco, CA

Data Science Intern, Health/Support Team

Jun. 2022—Aug. 2022

- Analyzed large datasets about customer behaviors in Support Search, surfaced how customers engage with Search Feature and discovered problems of the current search keyword recommendation model, **proposing ghost keywords display solutions**
- Worked with Product Lead and **designed more than 3 new Search metrics** such as # of searches per day, % of customers searching in full sentence, improving current Search ML models and optimizing features
- Conducted EDAs and customer segmentations, proposed suggestions that Support articles be categorized and labelled with general topics, which are **approved by Team Lead to be applied in Cash App Support Home**
- Built 2 feature ETLs with core metrics embedded and self-service dashboards, providing automation for Support Home data analytics, **saving 3.5 hours** of manually writing codes and creating dashboards every week

eBay

Shanghai, China

Data Analyst Intern, Customer Marketing Team

Oct. 2021--Jan. 2022

- Queried and analyzed millions of data from the database with Hive SQL on Zeta based on engagement metrics (lister rate, listing rate per user, GMV, etc.) by user types and countries, **detecting 95% anomaly metrics accurately**
- Conducted power analysis and A/B tests for promotion campaigns and communicated with Business and Operation Team to design customer behavior metrics, thus **improving the efficiency of marketing emails by 2.7%**
- Implemented data visualization with Excel, generated data reports regularly and presented insights to managers at a business level on Jira, helping the manager to **make decisions in 10 minutes**

DIDI

Beijing, China

Data Scientist Intern, International Business Group

May. 2021--Oct. 2021

- Designed and conducted A/B testing to experiment the effectiveness of new app features, inspected metrics and the functionality of event tracking, **increasing safety feeling and safety awareness rates of drivers by 5.1%**
- Worked with product managers to help passengers contact police automatically, send alerts to drivers in dangerous zones, etc. with Python and Spark SQL, **improving the usage rates of more than 5 safety app features by 23%**
- Cooperated with local operation teams, analyzed history data, and interpreted business information, **increasing on average 1.5% of safety perception rates** from driver and passenger sides in Brazil, Mexico, and Australia

United Nations

Incheon, Korea

Information Systems & Communication Technology Intern, ESCAP

Feb. 2021--May. 2021

- Updated the database of E-learning monthly and analyzed the data from user sides, including the enrollment rate, completion rate of e-learning courses, etc., **increasing conversion rates by 5%**
- Assisted to optimize the operation of the official E-learning website and portal, participated the project of improving the UI design and layout of the website with global peers, **growing the pageviews by 33%**
- Developed and deployed the E-learning content with SSML code for Amazon Polly to achieve Text-to-Speech(TTS), successfully **releasing new courses for more than 50,000 active users**

PROJECTS

Wine Selection through Machine Learning (Python and SAS Analytics based)

Sep. 2020--Oct. 2020

- Performed data pre-processing by cleaning raw wine data, integrating multiple datasets, and imputing the missing values with Python
- Conducted the exploratory data analysis and text mining to analyze the information of the wine which sommeliers usually prefer and give positive comments
- Built an unsupervised learning model to propose wine combo recommendation based on association rule learning and a supervised learning model to predict factors on wine ratings with decision trees and logistic regression

SKILLS

Programming Language: SQL, Python, R, Java

Big Data Technology: Hive, PySpark, TensorFlow, Zeta, Snowflake

Analytics & Visualization: Stata, SAS Analytics, Excel VBA, Tableau

Project Management: Microsoft Project, Jira