

Angel Xu

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Education

University of California, Berkeley | Master of Engineering | GPA: 3.9 /4.0 08/2022 – 08/2023

- ◆ Industrial Engineering & Operations Research (STEM) - Data Science Track (STEM)
- ◆ Coursework: Data Science Principles, Applications in Data Analysis, Risk Analytics, Intro to Financial Modeling.

Dalian University of Technology | Bachelor of Science | GPA: 3.9 /4.0 09/2018 – 07/2022

- ◆ Information Management and Information Systems

Work Experience

Data Analyst Intern | Omnium (CPG Consulting Company) | San Francisco, CA 05/2023 – Present

- ◆ **Data Analysis, Excel, SQL:** Utilized SQL queries on Snowflake to pull key metrics for Oatly's weekly sales report.
- ◆ **Data Visualization, Power BI:** Designed, implemented multiple Power BI dashboards to track client's sales performance.
- ◆ **Predictive Modeling, R:** Collaborated with Oatly sales team to develop a pricing regression model to analyze P&L and pricing impact, resulting in informed pricing strategies and increasing Oatly's revenue by **26%** in frozen products.
- ◆ **Machine Learning, Python:** Applied clustering algorithms such as k-means and PCA to Oatly's customer segmentation based on dollar sales and growth index, optimizing promotion efficiency, and ROI for different customer segments.
- ◆ **Database Management, SQL, SQL Server:** Created a data loading and transforming pipeline to connect databases using SQL, resulting in a runtime decrease of **200%** for the production of company-wide clients' Power BI dashboards.
- ◆ **Project Management, PowerPoint:** Led company's Data Building Tool implementation and presented to the leadership team.

Data Analyst Intern | Bytedance (TikTok's parent company) | Beijing, China 02/2022 – 06/2022

- ◆ **Data Visualization, Tableau:** Designed 5 **Tableau** dashboards to track metrics, analyzed 300k+ sales data to boost revenue.
- ◆ **A/B Testing, SQL:** Conducted A/B tests using SQL to test the hypothesis that extending duration of opening screen ads from 3s to 5s will improve the performance of ads metrics on Toutiao, resulting in a **28.8%** increase in click-through rate.
- ◆ **Data Analysis, Market Research, Leadership:** Partnered with the product team and design team to test a new product.

Data Scientist Intern | University of Victoria | Victoria, Canada | [Github](#) 07/2021 – 10/2021

- ◆ **Time-series Forecasting, Python:** Built a rolling forecasting pipeline using time-series models to predict COVID-19 cases, deaths, and recoveries, compared forecast performance, and visualized confidence intervals of results with Plotly.
- ◆ **Data Visualization, Tableau:** Generated interactive line charts in Tableau to predict Canada's cumulative cases.
- ◆ **Version Control, Git, MS Azure:** Managed and updated tasks in projects on Git version control system and Microsoft Azure.

Business Data Analyst Intern | Meituan | Shanghai, China 06/2021 – 09/2021

- ◆ **Data Visualization, Tableau:** Produced 20+ dashboards in Tableau to monitor product daily sales for weekly team meetings.
- ◆ **Root Cause Analysis, Excel:** Used Excel to perform data analysis, identified root causes and reported to the engineering team.
- ◆ **Leadership:** Led the launch of the new product, including pricing, market research, ad testing, and promotion plans.

Project Experience

Data-Driven Assessment of Wildfire Risk of Structures in California | *Python, Tableau* | Berkeley, CA

- ◆ Developed a wildfire risk assessment framework using Python and used **machine learning models** including SVM, Logistic Regression, Decision Trees and Random Forest to predict damage levels of structures with **over 80% accuracy**.
- ◆ Performed exploratory data analysis using **Python** and built **Tableau dashboards** to communicate with external stakeholders.
- ◆ Utilized **Generalized Linear Model** to quantify the relationship between intensity measures, structural characteristics, and wildfire risk, providing actionable insights for homeowners, firefighters, etc. on prioritizing wildfire risk mitigation efforts.

Technical Skills

Core skills: Data Analysis, Data Visualization, Machine Learning, Predictive Modeling, A/B Testing, NLP, Version Control.

Programming Languages: SQL, Python (Pandas, Numpy, Scikit-learn, Tensorflow, NLTK), R, C++, Git, HTML.

Software/Platforms: MySQL, Power BI, Tableau, Excel (Pivot Table, VLOOKUP), GitLab, Azure ML, AWS, Google Analytics.