

# Jiaqi (Stan) XU

1350 Midvale Ave. Apt 103, Los Angeles, CA, 90024 / Tel: +1 310-626-7010

[jiaqi.xu.2018@anderson.ucla.edu](mailto:jiaqi.xu.2018@anderson.ucla.edu) / [LinkedIn](#)

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

*Master of Science in Business Analytics (MSBA)* 3.9/4

Los Angeles, CA

Expected December 2018

- Core Course: *Operational Analytics, Data Management, Prescriptive Models, Customer Analytics, SQL, Optimization*

### FUDAN UNIVERSITY

*B.A. in Marketing Communication* 3.6/4

Shanghai, China

2010 ~ 2015

- Exchange in Department of Economics, University of Copenhagen, Denmark

## SKILLS

**Modeling Constructs:** Regression, A/B test, Tree Models

**Software and languages:** SQL, Python, R, Tableau, Java, MongoDB, VBA, Excel, Axure, Photoshop

**Languages:** English (fluent) / Mandarin (native)

## PROFESSIONAL EXPERIENCE

### ALIPAY, ALIBABA GROUP

*Product Manager – Specialized in Customer Analytics*

Hangzhou, China

July 2016 ~ October 2017

*'Intelligent Assistant': Product Innovation*

- Cleaned the chat queries data from inner SQL database and designed a random forest model on text information using snowballC package in R to predict users' intentions, increasing the chatbot accuracy rate and recall rate both by 10%;
- Collaborated with every other product managers in my company according to text mining results, and designed new chatbot functions: tickets, funds purchase, and chatbot games;

*MyPartner: Annual Product Award (Alipay, 2016); self-service chat robot in Alipay App with 7-million daily active users (DAU)*

- Tuned a logistic regression model based on user behavior, service track in existing self-service products using R and predicted users' problems in advance, contributing to lowering demand for online and hotline service by 10%;
- Refined the model by self-learning process and transformed the welcoming page from a static question list to a timeline data feed, and increased the click through rate (CTR) from 52% to over 80%;
- A/B tested the product and monitored DAU, CTR and users' feedback in three stages (company internal users, users of target 3 cities, 30% of all users) before final launching;
- Cooperated with more than 10 product managers and designed multiple self-service tools jointly with other business lines, such as transfer progress center, fraud-report, etc.

*Data Analyst*

July 2015 ~ July 2016

*'Gotcha': Analyst of an active reach-out self-service product*

- Analyzed users' intention, by regression on 70% of 88,000 users' account status, former requests, feedbacks, and labeled ideal results as the training set, and tested the result on other 30% data;
- Reached out users in advance, with confidence over 90% R-squared by SMS and App push; 70% of reach-out solved users' problems saved over 200 spots in customer services team per day;
- Designed the backend data systems which adjusted the information priority, sending frequency automatically according to users' feedback. Increase the click rate by 3 times and saved 2 manual force per day;
- Designed the data dashboard with software engineer and a warning message trigger system based on benchmark metrics.

## DATA PROJECT EXPERIENCE

### BCG 2018 DATA CHALLENGE

*BCG Gamma Data Challenge: Welcome to Hollywood*

Los Angeles, CA

May, 2018

- Texting Mining: Text analyzing the description of the movies using tm, SnowballC and rpart package in R to find out the relationship between revenue and content.
- Data Analyzing: Analyzed blockbusters' revenue on directors, actors, genre by decision tree model.

### CPC STRATEGY

*Amazon Case: Find out the correlation between sales and Amazon Ad Campaign Exposure*

Los Angeles, CA

Feb. & Mar. 2018

- Data Cleaning: Uploaded data on private DigitalOcean server, cleaned & merged Ad data with sales tables by TeamSQL;
- Data Analyzing: Linear regressed sales on possible ad exposure variables: cost, impressions & clicks by R, and visualized the results by ggplot package on R and tableau.