

TIGER WANG

Los Angeles, California

773-516-1485 / tiger.wang.2023@anderson.ucla.edu

www.linkedin.com/in/tigerwang12/ | U.S. Citizen

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA), Merit Scholarship Recipient

Expected December 2023

- Machine Learning for Decision Making, Optimization, Data Management, Prescriptive Models, Consumer Analytics

NORTHWESTERN UNIVERSITY

Evanston, IL

Bachelor of Arts in Statistics and Economics

June 2020

- Data Science, Linear Algebra, Multivariable Calculus, Probability, Regression Analysis, Sampling, Nonparametric Statistics

TECHNICAL SKILLS

Technical Languages: Python (Numpy, Pandas, Matplotlib), SQL, R (Tidyverse)

Analysis & Modeling: A/B Testing, Statistical Modeling, Machine Learning, Time Series Analysis, EDA

Software: Tableau, MySQL, Excel, STATA, Adobe Analytics, AWS

PROFESSIONAL EXPERIENCE

STEELSERIES NORTH AMERICA

Chicago, IL

Marketing Analytics Intern

June 2019 – July 2020

- Evaluated syndicated purchasing data of computer peripherals; segmented product TAMS using **Excel** and visualized data in **Tableau** to track brand health and update country-specific pricing strategy, increasing market share in U.S. headsets by 1.8% and keyboards by 2.6%
- Spearheaded 23 peripheral concept tests through developing **Qualtrics** surveys for panel of over 50,000 respondents; evaluated market fit and determined volumetric potential scores through **multiple linear regression and multivariate adaptive regression splines in R**, facilitating seven new product launches with over \$15m in revenue
- Developed sequential-monadic surveys to analyze and differentiate volume potential, incrementality, and product perceptions of potential marketing messages and product designs, reducing four product development timelines by two months (33%)

KELLOGG SCHOOL OF MANAGEMENT, ALUMNI RELATIONS

Evanston, IL

Data Analyst

April 2018 – June 2018

- Analyzed and estimated future Northwestern University alumni donor prospects from CATracks **through linear regression modeling in Excel**, achieving an r^2 of 92.6%
- Modified and processed alumni demographics on CATracks database to accurately forecast potential alumni prospects and increase engagement event participation

KELLOGG SCHOOL OF MANAGEMENT, MARKETING DEPARTMENT

Evanston, IL

Research Intern

June 2018 – September 2018

- Conducted company research and drafted 22 articles focused on sales growth, product development, brand management, and distribution channels using business school case studies
- Designed visual materials illustrating advanced marketing concepts and visual frameworks using PowerPoint and Keynote

DATA SCIENCE PROJECTS

LEAGUE OF LEGENDS MATCH OUTCOME

Kaggle Dataset

- Utilized **Tidyverse** to clean and merge Kaggle dataset (n=1.8m) with web-scraped variables (**Rvest**), resulting in dataset able to yield actionable results and insights for players
- Applied **Lasso and Ridge regression** for feature selection in three different models to predict game outcome from dataset containing pre-game and in-game statistics, yielding a full model prediction accuracy of 88.4%

PERSONALITY TRAITS AND DRUG USAGE

UC Irvine ML Repository

- Implemented **logistic regression in R** on dataset (n=1,885) containing seven personality traits to predict probability of drug usage; applied **5-fold cross validation** to select model with lowest test error of 8.3% (cocaine usage)

ADDITIONAL

Languages: English (Native), Mandarin Chinese (Intermediate)

Interests: Esports, Ironman triathlon, Weightlifting, Mechanical keyboards, Cooking and travel documentaries