Cheng Tian

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT
Master of Science in Business Analytics (MSBA) Expected December 2018

- Key Coursework: Optimization, SQL and Data Management, R Programming, Prescriptive Models, and machine learning, neural network

University of California, Santa Barbara (UCSB) Santa Barbara, CA
BS Mathematical Science & Chinese Minor 2012- 2016

- Business consulting project: created business plan for "JuiceStop" startup beverage company
- Lead drummer for "Chase Dream" rock band

SKILLS

Programming Languages: R, Python, MATLAB, and SAS
Data Management Languages: SQL, NoSQL, MongoDB
Data Visualization: Tableau, ggplot2, matplotlib packages
Software: Excel, Adobe Photoshop
Languages: Fluent in English, Native in Mandarin, Fluent in Cantonese

RELEVANT PROJECTS

Zillow Zestimate Model Performance Prediction, Neural Network Los Angeles, CA

- Built a neural network model with multi-layer perceptron and used K-fold Cross-Validation to estimate how well the model will do on a test set using validation techniques
- Tuned the model for better accuracy and less fluctuations by normalizing the datasets, changing loss function, and using better optimizer, which improves the accuracy from 45% to 57.3%
- Technology used: Python, Neural Network, Kersa, TensorFlow and NumPy packages

Market Segmentation and evaluation for CPC Strategy, Data Management

- Analyzed and cleaned the raw data set that is over 100 GB with 159 CSV files using R and SQL, including joining tables, selecting columns, and removing missing/duplicate values
- Used Tableau to segment the market based on Geographic base, Industry, and Organization size
- Developed a neural network model similar as above to evaluate the market segmentation
- Technology used: R, SQL, Tableau, Python Jupyter Notebook, Neural Network

Human Population Prediction Final Project, Numerical analytics

- Analyzed Population Growth via 4th order Runge-Kutta Method based on the logistic model
- Developed Python and MATLAB algorithm to utilize 4^{th} order Runge-Kutta Method to estimate complex ordinary differential equations associated with the population growth model
- Wrote final paper with data visualization in Tableau to fully illustrate the project and the conclusion
- Technology used: MatLab, Python, Differential equations, Tableau

"JuiceStop" business plan, Business writing UCSB

- Created idea of business plan and focused on industry analysis part of proposal
- Collected industry data and ran regression model to make prediction on industry trending
- Performed formal presentation to "potential investors" with visualized data through tableau

EXPERIENCE

Strategic Healthcare Programs, Santa Barbara, CA
Healthcare data analytics company that provides performance improvement for post-acute care providers 2016-2017
Survey Analyst

- Scanned, cleaned, and input survey data from over 1000 patients daily using Remark OMR, enabling providers to improve level of care based on results
- Employed Remark OMR to analyze data and ensure accuracy in reporting
- Reported health care provider data to clients and uploaded to database for data backup
- Created Excel data tables to compile daily, monthly, and yearly accuracy records, to track and improve department efficiency