

XIAOQING KONG (Permanent Resident of US)

Website: www.xiaoqingkong.com

SUMMARY

Highly analytical and detail-oriented data scientist with 5+ years of industry experience with large-size data, data analytics, and machine learning techniques to solve a variety of business problems.

- **Specialties:** Business Problem Ad Hoc Analysis, A/B Testing, Experimental Design; Feature Selection, Regression with Regularization, Random Forest, XGBoost, Neural Networks, Customer Segmentation and Personalization, Cluster Analysis, Forecasting, Principal Component Analysis, Large-Size Data Management, Manipulation & Visualization, etc.
- **Technical Skills:** Python, SQL, Amazon Sagemaker & S3, Snowflake, Adobe Analytics, Amplitude, R, STATA, Excel, PowerBI, Tableau, SPSS, SAS, etc.

PROFESSIONAL EXPERIENCE

MARLETTE FUNDING (*Fintech Company*)

NEWARK, CA & WILMINGTON, DE

Senior Data Scientist, Marketing Analytics

Mar 2021 to Present

Data Scientist, Marketing Analytics

Mar 2018 to Feb 2021

Lead a small team responsible for data analytics and model development across Marketing teams (conversion, digital, and direct mail) for multiple products (personal loan, secured loan, and financial health platform). Provide support on cross-channel cross-product data analytics, such as conversion A/B testing, business problem ad hoc analyses, targeting strategies and forecast, channel attribution, etc. Build and maintain multiple models to help customer acquisition, conversion and personalization, such as targeting models, customer fee sensitivity model, customer loan offer preference models, customer lifetime value model, etc. (Tools: Python, SQL, Snowflake, Amazon Sagemaker & S3, R, Excel, PowerBI, SAS, etc.)

- Identify, design, and implement applicant chasing incentive tests to increase conversion, which yielded +9% loan \$ and +6% Day 1 profit.
- Initiate and build customer fee sensitivity model and feature/product preference model from ideation to deployment for better customer personalization and conversion. The model contributed +6% loan \$ and +3% Day 1 profit.
- Identify the expansion opportunity for secured loan product and drive +5% targeted population base and +2% loan \$.
- Conduct A/B testing analyses and leverage web data to improve funnel conversion and customer experience.
- Restructure offer display strategy to personalize and optimize customer experience for better conversion. Build a series of customer preference models, such as offer type preference model, loan term preference model, etc.
- Develop customer lifetime value model from ideation to deployment to optimize marketing strategies for all channels.

HANOVER RESEARCH (*Consulting Company*)

SAN FRANCISCO, CA & ARLINGTON, VA

Quantitative Research Consultant

Mar 2016 to Mar 2018

Senior Data Analyst

Sep 2015 to Feb 2016

Data Analyst

Jun 2014 to Aug 2015

Scoped and analyzed large-scale complex data and delivered insightful presentations and reports within short turnaround period for each project; handled difficult data projects with a

variety of topics for education and enterprise clients; supervised data analysts on advanced quantitative analyses (Tools: R, STATA, Tableau, Excel, SPSS, etc.).

- Cleaned and compiled a large number of complex and large-size data files efficiently.
- Conducted appropriate statistical analyses to address clients' problems in a variety of topics, such as *program evaluation and college readiness predictive analysis for K-12 clients, matriculation prediction and enrollment projection for higher education clients, and sales forecasting, cluster analysis, and drivers of sales for enterprise clients.*
- Displayed results using data visualizations, such as interactive dashboards in Tableau and Excel.
- Wrote client-facing reports and presentations providing insightful recommendations.
- Devised new quantitative methodologies to solve clients' problems that were previously unforeseen in the company in a strategic manner. Applied advanced methodologies and data visualization approaches for the most challenging projects.
- Supervised data analysts to address clients' problems by using appropriate quantitative methods in education and enterprise practices.
- Communicated directly with clients to help with developing research questions of clients' interest, and creating quantitative methodology outlines.

UNIVERSITY OF VIRGINIA

CHARLOTTESVILLE, VA

Graduate Research Assistant

Jun 2010 to May 2014

Worked on multiple quantitative research projects funded by the National Science Foundation, National Institutes of Health, and private foundations (Tools: SPSS, STATA, SAS, AMOS, HLM, Onyx, jMetrik, e!Sankey, NVivo, etc.).

- Applied various statistical analyses (such as *logistic regression, longitudinal analysis, principal component analysis, and structural equation modeling*) on large-scale data sets spanning a wide variety of ages and backgrounds of students; published and presented these research studies through journals and national conferences.
- Conducted analyses on each of the select nationwide data sets to prepare a memorandum to the Associate Director for Science in Office of Science and Technology Policy, Executive Office of the President. The report was concerning current situation of students' participation in all sorts of out of school time science related activities in US.

EDUCATION

UNIVERSITY OF VIRGINIA

CHARLOTTESVILLE, VA

Ph.D. Research, Statistics and Evaluation

- Dissertation: *Trajectory of Medical Students' Research Interest by Gender, Race/Ethnicity, Research Experience, and Program: A Longitudinal Analysis*

M.Ed. Research, Statistics and Evaluation

Relevant Graduate Courses: *Data Mining and Machine Learning, Experimental Design, Correlation and Regression, Multilevel Modeling, Multivariate Analysis, Structural Equation Modeling, Longitudinal Data Analysis, etc.*

HONORS AND AWARDS

- Most Valuable Person Nominee, Marlette Funding (2020)
- Most Valuable Team, Marlette Funding (2019)
- Excellence in Quantitative Research, Hanover Research (2015)
- Most Solution-Oriented Researcher, Hanover Research (2014)