

# Mingjun (Barry) Wang

210 S Desplaines St, Chicago, IL 60661 | 434-326-8860 | barrywang0329@gmail.com

## SUMMARY

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Experienced data science and product analytics professional with passion for using data to drive product experience optimization and understanding user behavior for forming strategy and execution. Highly organized and action-oriented analytics leader building end to end analytics projects and providing actionable product analytics recommendation.

**Tools:** Python (NumPy, SciPy, Pandas, Scikit-Learn, Matplotlib, Seaborn), SQL(PostgreSQL, Hive, Presto), R, Git, Jupyter

**Methods:** Machine Learning (Linear Regression, Logistic Regression, Random Forest, K-Means, KNN, PCA, Feature Engineering)

Product Analytics (A/B Testing, Experimental & User Research Survey Design, Causal Inference, Causal Impact)

## EXPERIENCE

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**Manager in Experimentation and Web Analytics, Expedia Group, Chicago, IL**

Feb 2020 - Present

**Senior Business Analyst in Predictive Analytics, Expedia Group, Chicago, IL**

Jan 2019 - Feb 2020

**Award:** My Hero in BEXG analytics (Aug 2019); Employee of the Month in BEX Product Analytics team (May 2019)

- Built the operation model from prioritization intake to analytics project development for the lodging product analytics and experimentation team with 6 people supporting the lodging shopping at brand Expedia.
- Designed and evaluated product features in lodging shopping paths with A/B testing and pre/post analysis and led the A/B testing guideline and product development feature prioritization during COVID19.
- Extracted customer insights and presented to the leadership team for strategy and product roadmap and especially developed vacation rental customer intent signal for new product features and future work on core OTA across brands.
- Investigated and monitored business performance for Lodging, 3<sup>rd</sup> Party Inventory and Vacation Rental production and built ETL pipeline with Hive and PySpark with some automation through python for readouts and reporting.
- Created onboarding materials for Lodging Product Analytics team and analytics training session for company wide audience including product and engineering teams.

**Senior Data Analyst in Custom Analytics Solution, comScore, Chicago, IL**

Aug 2017 - Jan 2019

**Senior Data Analyst in Cross Functional Team, comScore, Reston, VA**

Mar 2016 - Aug 2017

**Associate Data Analyst in Custom Solution Implementation Team, comScore, Reston, VA**

Sep 2015 - Mar

2016

- Led Custom Analytics Solutions for small and medium sized business with feasibility requests and research and delivered the solutions with client facing dashboards with BI tools (Tableau, Qlik Sense) and visualized key business insights for clients.
- Built scalable analytics and reporting solutions with new data sources including video and social media newsfeed leading to multiple new business pitches.
- Applied machine learning and time series analysis with anomaly detection to improve recurrence data production.

**Research Assistant, Predictive Technology Lab at University of Virginia**

May 2014 - Aug

2015

**Publication:** Wang, Mingjun, and Matthew S. Gerber. "Using Twitter for Next-Place Prediction, with an Application to Crime Prediction." *Computational Intelligence, 2015 IEEE Symposium Series on. IEEE, 2015.*

- Incorporated textual contents and experimented with different methods for extracting features for Next Place Prediction by analyzing the social relation from mentions and replies with '@' symbols connected to the individual's movement pattern.
- Built models and predicted the relation between people's movement patterns with certain criminal activities.

## EDUCATION

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**M.S. in Computer Science (Online Part-Time)**

Georgia Institute of Technology

Expected 2021

**MBA (Online Part-Time)**

Quantic School of Business and Technology

2018

**M.S. in Systems Engineering**

University of Virginia

2015

**B.E. in Automation**

Shanghai Jiao Tong University

2013