JESSICA (WENXIN) GUO

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Green card holder

EDUCATION

University of California, Berkeley   Berkeley, CA
Master of Analytics| Cumulative GPA: 4.00/4.00   *August 2024*
University of California, Berkeley   Berkeley, CA
B.A. in Data Science | Cumulative GPA: 3.76/4.00   *May 2023*

PROFESSIONAL EXPERIENCE

Intex Recreation Corp.   Long Beach, CA
Data Analyst   October 2024 - Present
- Analyzed POS and inventory data for key retail partners (Target, Walmart, Amazon) to improve weekly allocation and replenishment strategies.
- Built automated reports and dashboards in **SQL** and **Excel** to track sell-through and identify OOS risks, contributing to a 10% improvement in seasonal in-stock performance.
- Supported demand planning and forecast alignment by evaluating past sales trends, promo lift, and vendor delivery schedules.

Synergies Intelligent Systems, Inc.   Boston, NY
Data Analyst Intern   June 2024 - October 2024
- Built and preprocessed a dataset from COCO and Open Images v7, focusing on LED screens and reference objects.
- Used **YOLOv8** for precise object detection, reducing error by 13.3%, and improved area estimation accuracy by 22% using homography and object dimensions.

Canadian Solar Inc.   Walnut Creek, CA
Data Analyst Intern   May 2023 - July 2023
- Developed **XGBoost** and **Random Forest** models to predict average inbound lead time; reduced forecasting error by 15%.
- Built **Power BI** dashboards to support analyst decision-making.
- Created custom **Excel** automation to reduce report generation time by 7 hours

Gotion Inc.   Fremont, CA
Data Engineer Intern   May 2022 – August 2022
- Built ETL pipeline on **AWS** (S3, Lambda) processing 500k+ daily records.
- Designed **Grafana** dashboards for real-time battery data monitoring.
- Created **Python** scripts to decode CAN data used in EV telemetry.

RESEARCH EXPERIENCE

UC Berkeley Data Science Discovery Program   Berkeley, CA
Research Apprentice   September 2021 – December 2021
- Collected feature request data and trained a **BERT-based NLP** model to predict review sentiment with 88% accuracy.
- Developed a **SaaS** tool to extract actionable insights from feedback, enabling product teams to identify trends in customer satisfaction and prioritize feature development.

PROJECT EXPERIENCE

INDENG 243 Analytics Lab   Berkeley, CA
Airbnb Recommendation System Lead Developer   January 2024 – May 2024
- Developed hybrid recommendation engine (content + collaborative filtering) increasing relevance by 25%.
- Implemented real-time filtering and personalization based on user activity.

SKILLS

Technical: Python, SQL, Excel, Tableau, Power BI, Salesforce, AWS (S3, Lambda), Looker (familiar)
Marketing Analytics: ROAS, CPI, Retention, LTV modeling, A/B Testing, attribution
Programming: Python, SQL, Java, R, Scheme
Language: Mandarin Chinese, English