



# Jeffrey Hsu


## Data Scientist


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 U.S. citizen

 Berlin, Germany

## SUMMARY

Transitioning from product management to data science. Focusing on using statistical analysis and machine learning techniques to make better product decisions. Interested in science, concepts and technologies that have a high impact on the future of humanity.


## EXPERIENCE

### Head of Data Science & BI FourSource Group GmbH

 Starting Dec 2017  Berlin, Germany

- Continuously improve platform matching algorithm and implement relevant features (e.g. image recognition) to produce excellent user experience
- Analyze user log and relevant data to gain user insight
- Lead the implementation of data infrastructure and visual dashboards

### Product Manager Software AG

 Dec 2016 – ongoing  Berlin, Germany

- Enhance enterprise architecture and IT portfolio management features
- Build integration with cloud based enterprise systems

### Product Manager Westwing Group GmbH

 Oct 2014 – Dec 2016  Berlin, Germany

- Owner of system interfaces and backend architectures
- Reduced revenue discrepancy by 30% and delivered features that amounts to 60% of the group outbound volume
  - Analyze messaging log and propose features to improve data integrity
  - Investigate source of discrepancy in data warehouse
  - Manage stakeholders and collaborate with dev team to deliver features in continuously
  - Previously product management trainee: design MVP and support rollout of supply chain system

## EDUCATION

### Master of Information and Data Science UC Berkeley

 Aug 2016 – Ongoing

- Focus on statistical analysis, big data processing technologies and large scale machine learning techniques

### Bachelor of Science National Tsing Hua University

 Sep 2008 – June 2012  Hsinchu, Taiwan

- Major in Biomedical Engineering and Environmental Science
- Research project explored 20 interstellar observation datasets and implemented new methods to detect magnetic fields

## PROJECTS

### Stock Performance Predictions

 Jan 2017 – Apr 2017

- Implement data integration and serving pipeline with HDFS, PySpark and Hive
- Design data structure and implement the batch, speed and serving layer
- Apply machine learning to predict stock performance

### AB testing – Effect of discount on online shopping behavior

 Jan 2017 – Apr 2017

- Design and deploy AB test on Etsy shop
- Analyze causal effect of discount on consumer behavior and sales performance

### Kaggle – Facial Keypoints Detection

 May 2017 – Aug 2017

- Implement
- Top 10 accuracy on Kaggle

## SKILLS



### Predictive Modeling

- Utilize supervised and unsupervised learning methods such as Random Forest, Logistic Regression, Naïve Bayes and EM
- Implement deep convolutional neural networks for image recognition and NLP



### Statistical & Causal Analysis

- Hypothesis testing & regression analysis
- Causal inference, experiment design and AB testing



### Big Data Pipeline

- Design data architectures
- Implement data storage, processing and serving mechanisms
- Utilize AWS, Hadoop and PySpark



### Programming

- Python – object oriented programming
- R – statistical analysis
- SQL – data aggregation & reporting



### Agile Product Management

- Foster continuous feature delivery
- Plan product roadmap