

SITIAN GAO

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SUMMARY

Seven years of professional experience in technology, FMCG industry across the US and Germany. Accumulated skills to lead advanced analytics, machine learning, data structure, data strategy, business intelligence, and self-service analytics projects end-to-end from scoping, execution, to delivery. Rich experience in programming languages SQL, R, Python, analytics tools, and Generative AI tools. Fast learner and self-starter with a focus on new technology and business model. Good at cross-functional collaborations with engineering, and business units. Drive changes and results day-to-day. Mentor and grow junior team members.

SKILLS

Professional Skills: Agile Project Management, Product Management, Data Management, A/B Testing, Business Analytics, Machine Learning, Cross-functional Collaborations, Data-Driven Decision Making, Process Improvement, Team Management

Tools: Python, R, SQL, Looker, Tableau, Power BI, Databricks, DBT, Google BigQuery, GitHub, Jupyter Notebook, Microsoft Office Suite, Canva, Figma, Miro, Jira Board, ChatGPT 4

Languages: English, Chinese, German

PROFESSIONAL EXPERIENCE

Wayfair

Berlin, Germany

Analytics Lead – Global Analytics Tech (EU & NA)

July 2021 – Present

I lead advanced analytics projects, create data products for global stakeholders, partner with cross-functional teams, create team strategy, identify and adopt new tech tools including AI tools, and grow analysts and analytics engineers

Team Building

- Managed team members on deliverables, shared domain knowledge, and created career development opportunities
- Conducted weekly one-on-one sessions on project updates, and team stand-ups on progress and knowledge sharing
- Supported senior director's project planning, OKR reviews, project one-pager creation, and bi-weekly newsletter updates
- Established weekly office hour and touchbase with Product, Engineering, Business to share insights and drive results
- Hired analysts and interns to the team, conducted interviews, reviewed coding tests

Data Product Build

- Led end-to-end data product project for product, customer experience, and supply chain in EU and NA, developed and implemented company's first data visibility and operations performance management platform, which enabled the near-real-time KPI visibility for 50+ warehouses, maintained 1000+ internal daily active users (one of the top 3 usage tools)
- Led data project for global transportation, which enabled data lineage, and business stakeholder self-service analytics
- Initiated and created cost data mart, which linked cost and operations metrics, further supported operations excellence

Advanced Analytics & Machine Learning

- Led predictive model development for order delay alerts, achieved cost saving of ~\$1M in supply chain
- Reduced customer return lost-in-transit by utilizing clustering models to define operations site archetypes, reviewing parcel-return handling processes, and automated manual processes with Python, which contributed to a ~\$3M cost saving

Project Management

- Designed project roadmaps and project strategy through business stakeholder interviews, engineering capacity planning across EU and NA, feedback sessions and gap analysis, resulted high stakeholder approvals, a fast product iteration cycle (launched improvements every sprint), and enabled data-driven decision making across stakeholders and leadership
- Managed and created analytics tech announcements and product release notes across five cross-functional departments
- Build relationship with business stakeholders and engineering teams in Europe and the US, travelled across offices to identify projects and improvement opportunities that can be enabled through product and data

Wayfair

Boston, USA

Senior Analyst – Global Analytics Tech (EU & NA)

August 2020 – July 2021

I built backend data, operations performance dashboards for global supply chain that is under COVID-19 pressure, conducted analytics for weekly business review, drove metrics performance, worked with stakeholders across the world

- Developed and released 40+ backend business intelligence data tables and pipelines using SQL and Python, designed data visualizations for 100+ KPIs in business reviews, which are utilized by five departments, as well as senior leadership
- Conducted data migration from MSSQL to Google BigQuery, and resolved post-migration metric discrepancies
- Automated manual processes through Python, SQL, and dashboard, enabled daily operation exceptions monitoring
- Created quarterly data strategy for business teams through analyzing data usage from Google Analytics, conducting stakeholder interviews, identifying pain points, and turning business problems to data-driven product solutions

Wayfair

Boston, USA

Business Analyst – Product Analytics and Strategic Projects

July 2018 – August 2020

I conducted A/B Tests, product analytics for customer experience and strategic ops, worked with product, marketing, operations teams to launch new product offerings to drive experience, customer lifetime value, and repeat purchase

- Strategy and operations on the early establishment of Wayfair Delivery Network: improved customer experience through opportunity sizing, cohort analytics, A/B Tests. Created data-driven strategy and roadmap for post-order product features, with product managers, which achieved 4% increase on customer survey score, 92% delivery on-time rate, 33% reduction on customer contacts, 4% drop in delivery misses, and boosted NPS (Net Promoter Score) by 5%
- Analyzed customer pain points, customer journey, competitor trends, market offerings, operations flaws, and created automated workflows to improve processes across supply chain and services, which saved ~\$6M operations cost
- Created, and implemented the first voice of customer dashboard in Power BI for 50+ managers and 40+ operations sites

Procter & Gamble (P&G)

North Carolina, USA

Data Science Analytics Consultant – Practicum

October 2017 – May 2018

- Analyzed and visualized sales data of laundry products, which provided insights on sales across categories and channels in the United Kingdom. Further determined features of laundry products that are key to sales through random forest model

Kentucky Department for Energy Development and Independence

Kentucky, USA

Student Researcher – Practicum

February 2017– May 2017

- Researched heating fuels in Kentucky for fuel choice distribution, provide growth strategy in electricity usage for heating
- Built regression models along with time series analysis for the use in policy making for energy programs by KYDEDI, communicated and delivered insights to KYDEDI via biweekly progress updates

EDUCATION

Wake Forest University

North Carolina, USA

Master of Science in Business Analytics

May 2018

Centre College

Kentucky, USA

Bachelor of Science in Economics and Finance with a Minor in Mathematics

May 2017

HOBBIES

Photography (portraits, landscape, city), painting (watercolors, oil pastel), traveling, running, event planning

VOLUNTEER COMMITMENTS

[2Hearts Community](#)

Remote, Germany

2hearts is a diverse community of people with immigration backgrounds in Europe's tech industry. I currently support, provide mentorship and share opportunities with people who are interested in tech

[One 8 Applied Learning Hub](#)

Boston, USA

The foundation helps Massachusetts schools adopt proven Applied Learning programs that inspire students with innovative, engaging ways to approach core and elective subject matter. I mentor middle school and high school STEM projects. Volunteered as a competition judge in Mass STEM Week Challenge