

# Chen Xing

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CONTACT INFORMATION      Email : [chenx@umd.edu](mailto:chenx@umd.edu)  
Mobile : +1-208-495-5454  
Website: [chenxing.space](http://chenxing.space)

EDUCATION      **University of Maryland**, College Park, MD,  
Ph.D Program in Quantitative Marketing,      09/2023-Present  
**Boston University**, Boston, MA,  
M.A in Statistics (BA/MA Program)      09/2014-05/2016  
    • GPA: 4.0/4.0  
B.A in Pure and Applied Mathematics (BA/MA Program)      09/2011-05/2014  
    • Major GPA: 3.96/4.0  
    • Minor in Economics

COURSEWORK HIGHLIGHT

<input type="checkbox"/> Graduate Real Analysis	<input type="checkbox"/> Graduate Probability Theory
<input type="checkbox"/> Time Series Analysis	<input type="checkbox"/> Generalized Linear Model
<input type="checkbox"/> Mathematical Statistics	<input type="checkbox"/> Computational Statistics
<input type="checkbox"/> Stochastic Process	<input type="checkbox"/> Numerical Analysis
<input type="checkbox"/> Operations Research	<input type="checkbox"/> Micro/Macro Economics

WORK EXPERIENCE      **Founder & CEO**  
**Zeta Technologies LTD** Shenzhen, Guangdong, China      10/2018-05/2023

- Founded a data science startup, Zeta Technologies, which delivers predictive analytics and other data-driven solutions. Website: <https://www.zeta-technologies.com>.
- Successfully solved challenges for over 200 clients from different industries including jewelry companies, luxury watches retailers, footwear and apparel companies, health supplements, dairy companies, and others as well as many startups.
- Created *ZetaCLV* Web application which provides customer lifetime value (CLV) prediction, churn prediction, customer segmentation, diagnostic plots and other customer insights.
  - Patent: National Copyright Administration of The People's Republic of China, Patent Application No.7445266 - Oct 1, 2019
- Created *ZetaForecast* Web application which provides large-scale sales forecast with prediction intervals, anomaly detection, forecast-value-added (FVA) workflow.
- Communicated with clients to identify and formulate their requirements; explained and compared different models; collaborated with domain experts to customize products.
- Developed over 20 R-packages which focuses on time series forecast combination, probabilistic and machine learning approaches to estimate customer lifetime values (CLV), and data manipulation/visualization tools.
- Participated in all aspects of business development from market research and finance to operations and marketing, ensuring that the company's vision was followed.

- Formulated the company’s vision, goals, and objectives; recruited 12 new personnel and trained 5 data analysts.
- Built and maintained professional relationships with potential investors and partners; attended various startup and business events all around the world.

**Data Scientist**

**Jiudetang Jewelry LTD** Shenzhen, Guangdong, China

07/2017-09/2018

- Implemented various state-of-the-art time series forecasting techniques to improve the accuracy of sales forecast.
- Coordinated with the marketing team to determine the “Right Customer” using CLV predictive models (e.g. Pareto/NBD + Gamma/Gamma) and find “Next High-Valued Customer” using CLV quantiles combined with Look-Alike models.
- Led a team of 3 members to build and deploy Shiny Web applications to automate the forecasting process by providing ABC-XYZ analysis, hierarchical time series visualization, robust forecast combination and etc.
- Partnered with production and marketing teams to create a recommendation engine in R using association rule mining, increasing order output by 13%.

RESEARCH AND  
ACADEMIC  
EXPERIENCE

- Extended Pareto/NBD model to capture seasonality with time-varying covariates (2021).
- Feature-Based time series forecast combination (2019).
- Seasonal Adjustment with Chinese Moving Holiday Effects (2018).
- Malliavin Calculus (2017).
- Central Limit Theorem through Stein’s Method (2016).
- Self-Normalized Block Sampling (2015).

TEACHING  
EXPERIENCE

- 2022/2019, Time Series Forecasting in R (3-week tutorial for entry-level data analyst).
- 2021/2020, Customer Behavior Analytic in R (3-week tutorial for entry-level data analyst).
- Summer 2017, Teaching Assistant for Probability Theory.
- Spring 2017, Teaching Assistant for Operations Research and Decision Theory.
- Fall 2016, Teaching Assistant for Introduction to Statistics.
- Fall 2015, Service in Tutoring Room.

CONFERENCES  
AND SEMINARS

- 41th International Symposium on Forecasting, 2021.
- 40th International Symposium on Forecasting, 2020.
- Charles River Lectures on Probability and Related Topics, 2017.
- Probability, Optimization and Statistics seminars at UNC, 2016-2017.
- Charles River Lectures on Probability and Related Topics, 2015.
- Statistics and Probability Seminar Series at Boston University, 2015.

SKILLS

Languages: English, Mandarin Chinese (native).  
Computer: R, Python, JAVA, Mathematica, LaTeX, SPSS, JMP, Microsoft Office.

REFERENCES

**Ray (Shuyang) Bai**  
Department of Statistics  
University of Georgia  
Athens, GA, 30602, USA  
☎ +1-706-369-4012  
✉ [bsy9142@uga.edu](mailto:bsy9142@uga.edu)

**Eric D. Kolaczyk**  
Department of Mathematics and Statistics  
McGill University  
Montreal, Quebec H3A 0G4, Canada  
☎ +1-514-398-3805  
✉ [eric.kolaczyk@mcgill.ca](mailto:eric.kolaczyk@mcgill.ca)

**Solesne Bourguin**  
Department of Mathematics and Statistics  
Boston University  
Boston, MA, 02215, USA  
☎ +1-617-358-2394  
✉ [bourguin@math.bu.edu](mailto:bourguin@math.bu.edu)