

Yuting (Amber) Du
Jersey City, New Jersey | (484) 940-1911 | yutingdu12345@gmail.com | [LinkedIn](#)

EDUCATION

Columbia University, School of Professional Studies <u>Master of Applied Analytics</u>	New York City, NY, United States <u>Expected May 2026</u>
• Relevant Courses: Python for Data Analysis, SQL, Storytelling with Data, Foundations of Data Engineering, Research Design	

York University, Schulich School of Business <u>Master of Marketing</u>	Toronto, ON, Canada <u>Sep 2022 – Aug 2023</u>
• Relevant Courses: Marketing Metrics, Marketing Analytics, Marketing Research, Consumer Insights, Digital Marketing Strategy	

PROFESSIONAL EXPERIENCE

Columbia University, School of Professional Studies <u>Admission Ambassador</u>	New York City, NY, United States <u>Sep 2025 – Present</u>
• Supported graduate program recruiting by managing inquiries and leading questionnaire analysis to guide targeted email outreach. • Designed a Python-based data cleaning pipeline to standardize self-reported undergraduate schools and majors, generate program-level insights, and deliver an automated Excel dashboard highlighting top feeder schools and major-to-program pathways.	

Questrade Financial Group <u>Bilingual Customer Service Specialist</u>	North York, ON, Canada <u>Nov 2023 – Nov 2024</u>
• Delivered multi-channel client support, resolved 20+ escalation cases, and supported analytics projects to improve team efficiency. • Queried Salesforce service data with SQL (Joins, CTEs, Window Functions) to identify performance gaps in resolution time, escalations, and client satisfaction (CSAT); built Power BI dashboards, driving targeted coaching and a 10% CSAT improvement.	

IQVIA <u>Primary Intelligence Intern</u>	Shanghai, China <u>Mar 2022 – Jun 2022</u>
• Researched 8 drugs via PubMed and ClinicalTrials; interviewed 15 HCPs to identify target consumers and prescription trends. • Cleaned and structured 100+ column survey data using PivotTables, XLOOKUP, and dummy coding to enable analytical insights. • Coded 500+ open-ended responses using Excel (INDEX, MATCH, keyword mapping), streamlining qualitative data classification. • Performed data cleaning (e.g., deduplication, text standardization, and mode imputation), improving dataset accuracy by 25%. • Developed data-driven PowerPoint charts (stacked bars, heatmaps) and extracted actionable insights to optimize pricing strategies.	

PROJECT EXPERIENCE

Retention and Forecasting - Columbia University, School of Professional Studies <u>Capstone Project - 9-Member Group Project Course Instructor: Darshan Desai</u>	New York City, NY, United States <u>Sep 2025 – Dec 2025</u>
• Led discussions between the company and the team to clarify business objectives, align requirements, and prepare clean datasets. • Conducted EDA on 3M+ patient records across date, specialty, and location using Python (Pandas, NumPy), and built Power BI dashboards to identify seasonal trends and production patterns to inform the modeling framework. • Built a 90-day rolling SARIMAX forecasting model for patient volume and deployed it via a Streamlit app, enabling non-technical users to generate forecasts from raw data; delivered a client-ready user guide with model insights and strategic recommendations.	

Relational Database - Columbia University, School of Professional Studies <u>SQL Course Project - 5-Member Group Project Course Instructor: Day Yi</u>	New York City, NY, United States <u>May 2025 – Aug 2025</u>
• Designed a Third Normal Form (3NF) relational travel database by writing ETL scripts in R, and integrated it with PostgreSQL. • Performed SQL queries (Joins, CTEs, window functions) to retrieve optimal destinations and gas stations along the route. • Developed an interactive Shiny app in R that integrated SQL outputs to visualize road trips with dynamic maps and routes, estimated to cut planning time by 70% compared to manual searches, enabling travelers to design personalized itineraries quickly.	

Consumer Analytics Dashboard - Columbia University, School of Professional Studies <u>Storytelling with Data and AI Course Project - 5-Member Group Project Course Instructor: B.C. Kwon</u>	New York City, NY, United States <u>Jan 2025 – May 2025</u>
• Researched the vitamin supplement market by sourcing and cleaning datasets on product formulas and consumer ratings. • Built a Tableau heatmap to show attribute-rating correlations and validated them with a linear regression model in R. • Designed a multi-tab interactive Tableau dashboard (heatmap, clustered bar charts, annotations, and filters), enabling stakeholders to navigate between product format analysis and customer satisfaction and supporting strategic decision making.	

SKILLS

• Data Analytics & Modeling: Exploratory Data Analysis (EDA), Data Cleaning, Data/Text Mining, ETL (Extract, Transform, Load), Data Visualization, Data Storytelling, Statistical Analysis, Hypothesis Testing, A/B Testing, Machine Learning(ML). • Software: SQL (Joins, CTEs, Window Functions), R, Python(Pandas, NumPy), Tableau, Power BI, Excel, SPSS, Microsoft Office. • Professional Competencies: Analytical Thinking, Strategic Mindset, Multitasking, Attention to Detail, Problem-solving, Business Intelligence, Quantitative Analysis, Communication, Client Relationship Management (CRM), Cross-Functional Collaboration.
--