

# Yuting (Amber) Du

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## EDUCATION

**Columbia University, School of Professional Studies**

**New York City, NY, United States**

Master of Applied Analytics

Expected May 2026

- Relevant Courses: Python for Data Analysis, SQL, Storytelling with Data, Foundations of Data Engineering, Research Design

**York University, Schulich School of Business**

**Toronto, ON, Canada**

Master of Marketing

Sep 2022 – Aug 2023

- Relevant Courses: Marketing Metrics, Marketing Analytics, Marketing Research, Consumer Insights, Digital Marketing Strategy

## PROFESSIONAL EXPERIENCE

**Columbia University, School of Professional Studies**

**New York City, NY, United States**

Admission Ambassador

Sep 2025 – Present

- 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**

**North York, ON, Canada**

Bilingual Customer Service Specialist

Nov 2023 – Nov 2024

- 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**

**Shanghai, China**

Primary Intelligence Intern

Mar 2022 – Jun 2022

- 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**

**New York City, NY, United States**

Capstone Project - 9-Member Group Project | Course Instructor: Darshan Desai

Sep 2025 – Dec 2025

- 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**

**New York City, NY, United States**

SQL Course Project - 5-Member Group Project | Course Instructor: Day Yi

May 2025 – Aug 2025

- 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**

**New York City, NY, United States**

Storytelling with Data and AI Course Project - 5-Member Group Project | Course Instructor: B.C. Kwon

Jan 2025 – May 2025

- 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.