Biying Xiu

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC   Aug 2021- present
Statistics and Operational research; Data Science Minor
- GPA 3.88/4.0

Seoul National University Exchange Program – Seoul, South Korea   Mar 2023- Jun 2023
Statistics Major

SKILLS

- Analytic Tools: R (Ggplot2),Python (Pandas,Numpy,Sklearn), SQL, Power BI, Microsoft Excel(Pivot Table, Vlookup), HTML
- Modeling: Linear Regression, Classification, Hypothesis testing, Time Series, Decision Tree, A/B Testing
- Language:English, Chinese(Mandarin), Korean

EXPERIENCE

The Water Institute at the University of North Carolina at Chapel Hill   Chapel Hill, NC
Volunteer Research Assistant   Aug 2023 - present
- Reviewing and analyzing water system data using R and Excel to understand occurrence of toxic metals in drinking water in low- and middle-income countries
- Analyzing school, healthcare facility, household, and water system data to understand enablers and barriers to WaSH service delivery in LMICs
- Reviewing the effectiveness of impact for WaSH in healthcare facility interventions and programmatic approaches

Gshopper   Shenzhen, China
Analyst Intern   May 2023 – Aug 2023
- Collected 4Million+ data from different resources and conducted data cleaning using Excel (Vlookup) including changing format, deleting missing values, adding product category tag etc.
- Imported data into MySQL and standardized dataset using SQL queries (product table, country table, sales table, provider table)
- Built a relational database in Power BI and generated an interactive dashboard to analyze e-commerce market including geographic analysis, product analysis, and time series analysis
- Successfully initiated and managed influencer collaborations, driving marketing and promotional efforts for our e-commerce products at Gshopper, resulting in expanded brand visibility and increased product sales by 10%+

Class Bro International   Shanghai, China
Marketing Intern   Jan 2023- May 2023
- Produced output of study abroad content on social media
- Conducted market research for example market size, industry potential growth and conducted SWOT model
- Participated in the planning and execution of online and offline marketing promotion activities

PROJECTS

Diabetes Research Final Project   Aug 2022 – Dec 2022
- Conducted in-depth data analysis of a large dataset (253,680 responses) from Kaggle, focusing on diabetes risk factors
- Conducted Data Exploration Analysis using bar chart/histogram chart to explore the relationship between different variables and diabetes via R (Ggplot2)
- Utilized statistical techniques, including StepAIC model selection Linear Regression and Logistic Regression to identify 19 significant predictors of diabetes risk and develop a shorter, more efficient survey for diabetes prediction

2023 Student Medicover Marketing & Business Case Competition   Jan 2023 – May 2023
- Led a successful team in the 2023 Student Medicover Marketing & Business Case Competition and generated presentation with impactful business insights and strategies, resulting in a first-place victory
- Utilized Python (Numpy) to analyze diverse insurance plan sales data through building Regression Model and Decision Tree, and produced data-driven business analyses and strategies, effectively presented during the competition