

Yifan (Ophelia) Xu

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EDUCATION

New York University

M.S. in Information Technology & Management (Database Technology) | GPA: 3.8/4.0

New York, NY

May 2024

- **Relevant Coursework:** Database Design & Management, Data Mining & Warehousing, Information Technology & Data Analytics, Financial Management, Project Management

Trinity College

B.S. in Psychology; B.A. in French Language and Literature

Hartford, CT

May 2022

WORK EXPERIENCE

China Eastern Airlines North America CO.

Business Analyst Intern

New York, NY

Jun 2023 – Aug 2023

- Conducted extensive business research to analyze and benchmark pricing packages of 20 competitors in the airline industry in terms of routes and cancellation policies, providing valuable recommendations that contributed to the design of the company's competitive pricing and attractive packages.
- Monitored profit margin growth trends and analyzed prices of high in-demand flights on popular online travel agencies (e.g., Expedia) against pricing partnership guidelines by building interactive Tableau dashboards.
- Performed in-depth industry research by studying the 2019-2023 Travel Weekly Power List to produce a comprehensive analysis report, highlighting development trends for travel agencies and comparing ranking changes pre- and post-COVID.
- Explored and evaluated opportunities for cooperation with various travel agencies, focusing on direct and indirect cooperation agreements, to foster beneficial partnerships and enhance business prospects.

Blue Cow Group

Business Analyst Intern

New York, NY

Feb 2023 – Apr 2023

- Developed strategic plans for a leading educational platform company by collecting, compiling, and analyzing potential customer data in SQL, defining key partnership channels for providing high school students with internship opportunities.
- Brainstormed prototype ideas and collaborated with cross-functional teams to refine the educational platform's concept and features, building interactive mockups and MVPs and creating user flow charts.
- Presented comprehensive plans to leadership, ensuring alignment with organizational goals, and prepared compelling marketing materials to support the platform's successful launch and growth.

Mercer Management Consulting

Assistant Analyst Intern, Career Division

Shanghai, CN

Feb 2021 – Apr 2021

- Analyzed data from 400+ employees' personality assessments and performance reviews in Python to create employee profiles, enabling a deep understanding of the current talent landscape and identifying skill development needs within the organization.
- Organized and managed recruiting events for the client, precisely tailored to specific job requirements and hiring team preferences, resulting in the successful identification of top-tier talent.
- Conducted in-depth interviews to strategize and implement effective talent development initiatives, ensuring the growth and advancement of the workforce for the client.

PROJECT EXPERIENCE

Employee Salary Variation and Market Analysis

- Performed hypothesis testing to examine the impact of degree on employee salary variation in Chinese job market, preparing an 8-page report detailing recommendations for optimizing salary structures and talent management strategies.
- Utilized correlation analysis to identify relationships between various factors affecting employee salaries. Developed metrics, quantitative methodologies, scorecards, and analytical tools to enhance decision-making for HR and management.

Credit Score Classification

- Spearheaded the implementation of database administration, query development, and data migration processes to analyze credit scores for 1K+ individuals of different ages, genders, and income groups on a national scale, ensuring seamless cross-platform compatibility for efficient data management.
- Conducted a comparative analysis of Oracle SQL Developer and MySQL from a user experience perspective, highlighting their respective advantages and disadvantages to aid in the selection of the most suitable database platform for the project.

SKILLS & INTERESTS

Technical Skills: Oracle SQL, MySQL, Python, Tableau, SPSS

Methodologies: Data Cleaning, Data Warehousing, Data Visualization, Statistical Modeling

Languages: English, Mandarin Chinese, French

Certificates: Clinical Skills for Healthcare Providers (Yale), Visual Perception and the Brain (Duke)