Yanyan (Dora) Deng

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SUMMARY

A multi-lingual, data-driven professional with a natural flair for effectively communicating business insights to various audiences, and six years of hands-on analytics experience. I am a self-starter and quick learner, passionate about building scalable and efficient data reports to provide reliable information and deliver valuable data insights.

EXPERIENCE

Siemens Healthineers (Top500 - Tier1 Healthcare)   Tarrytown,NY
Data Analyst   Aug.2021 – Aug.2023
- Assessed data model by mining dataset from **SQL** and generated **13** dashboards in **Tableau**, increasing 165% forecast accuracy
- Built automation among monthly reporting by to simplify manual modification on the ongoing reporting and analysis process
- Worked closely with sales to populated ad-hoc requests that feed into business intelligence dashboard**(Tableau),** which supports the business stakeholders to make strategic decision

NYU Langone Fenyo Lab   New York, NY
Data Science Research Assistant Intern   Oct.2020 - Feb.2021
- Implemented **Correlation, Significant level in R studio** and **Pandas** in **Python** to formatted distributor data and recognize **450** mutant genes in **30k** raw dataset
- Created scientific basis for biologists, leading scientist to explore unique diseases by **visualization** tool in R studio

Gabelli School of Business   New York, NY
Data Analysis Teaching Assistant   Dec.2019 - Dec.2020
- Collected, aggregated, and analyzed **11GBs** of Instagram data on Google Cloud to measure popularity of Product Tags using Pandas
- Built **automated visualization dashboards** by extracting data from **MySQL** server to track 50 fashion trends

Beidou Cloud Service Co. Ltd   Qinghai, China
Data Analyst Intern   Jan.2017 - Jan.2019
- Provided competitive prices of 16 different styles of couch by writing **100+** SQL queries on MySQL to extract hundreds of rows of historical price data for California clients
- Helped design **10+** couch material keywords index for online store, added additional feature to database with **6,000+** observations and performed A/B test detect online store revision
- **Doubled** client amounts in Thailand and **tripled** couch order sizes by presenting **Tableau** visualization
- Improved click-through rate **130%** by revising product keyword index, while ensuring the continuation and enhancements of online sales event

EDUCATION

FORDHAM UNIVERSITY, *GABELLI SCHOOL OF BUSINESS,* **NY**   Aug.2019 - Dec.2020
MS, Information Technology GPA: 3.9/4.0
Relevant Coursework: Database Management, Data Mining, Business Analytics, Information system strategy

HOFSTRA UNIVERSITY, *FRANK. ZARB SCHOOL OF BUSINESS,* **NY**   Aug.2017 - May.2019
MS, Finance GPA: 3.6/4.0
Relevant Coursework: Financial Analysis and Planning, Advanced Statistical Modeling in Finance, Advanced Applications in Risk

Xi'an SHIYOU UNIVERSITY, China   Aug.2012 - May.2016
BS, Engineering GPA: 3.7/4.0
Relevant Coursework: Advanced Mathematics, Liner Algebra, Probability and Mathematics Statistics

HIGHLIGHTS

Language Skills**: SQL, Tableau, Python, Relational Database, Machine Learning**
Certificates: Gabelli Leadership Certification, Google Analytics Certification

PROJECTS

Deloitte March Data Crunch Madness   Jan.2020 - May.2020
- Predicted winning team of each game in 2019 NCAA with accuracy over **75%** and log loss of 0.439
- Trained 17-year historical NCAA dataset with more than **150 variables** before feature selecting, tested models using machine learning algorithms like ANN and earned Honorable Mention (top10%) from judging panel

Homeless and Hate Crime Incident on Victimization   Jan.2020 - May.2020
- Conducted initial data exploration, filtered outliers on two datasets with **140K+** disorder data from 2007-2018
- Created 20 **Tableau** charts according to hypothesis for visual analysis, displayed correlation and Random forest model with SPSS to test hypothesis and contributed to reducing homelessness and crime rate, improving social status and city appearance