

Yanyan (Dora) Deng

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SUMMARY

I am a strategic Data Analyst with experience in **data science, ETLs, and business intelligence**. Proficient in **qualitative and quantitative analysis** to improve business performance, **utilizing SQL, Python, R, PowerBI, SAP, machine learning & AI, and cloud technologies (Azure, Snowflake) to drive Sales & Operations Planning, supply chain management & sustainability, financial analysis, inventory management, demand planning, logistics optimization, order fulfillment, customer relationship management, and cost-saving strategy**. In my role at Siemens Healthineers, I streamlined data processes, automating the ETL pipeline and enhancing forecasting accuracy for a \$1M diagnostics segment. I am excited to leverage my analytical, AI technical, and interpersonal skills to develop business efficiency.

EXPERIENCE

Cerebral Artery LLC

Jersey City, NJ

Data Analyst - Sales & Operations

Oct.2023 – Present

- Implemented machine learning models in **Python** for **sales forecasts**, achieving **95%** accuracy and automating processes that saved **6hr/week** of manual work
- Supported S&OP meetings by providing geospatial analysis of **7** vehicle types using **Spark-SQL** and **PowerBI**, working with cross-functional teams to improve revenue by 13% in North America
- Conducted **root cause analysis** that utilized **generative AI** to ensure operations align with geopolitical policy, eco-friendly purchasing, cost-saving, and risk mitigation strategies

Siemens Healthineers - Fortune 500 Healthcare

Tarrytown, NY

Data Analyst - Supply Chain Management

Aug.2021 – Aug.2023

- Owned master data** by developing an automated **ETL pipeline** of 60M+ rows of data using **SQL** and **Azure** to reduce CRM downtime by 70% (from 30 mins to 9mins)
- Built a data warehouse with **Snowflake** and implemented **PowerBI dashboards**, facilitating lead time by 15% of inventory
- Improved demand forecasting accuracy** for a **\$1M** lab diagnostics segment by refining time-series algorithms with **8+** predictive metrics in quantitative analysis, while aligning production with customer demand and resource planning
- Collaborated with cross-functional teams** to uphold **100% data integration**, ensuring monthly **SOPs of Sales & Operations Planning** (demand planning, inventory planning, and logistics tracking) for cost-effective production

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 scientists to explore unique diseases by **visualization** tool in R studio

Deloitte - NCAA March Data Crunch Madness Competition

New York, NY

Data Scientist

Jan.2020 - May.2020

- Predicted winning team of each game in 2020 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

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, Machine Learning Application, 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

Skills

- **Programming & Scripting:** SQL, Python, Spark, R, JavaScript, Relational Database, Generative AI, and Machine Learning/AI for automation (regression analysis, correlation, variables selection, and deep learning applied to forecasting)
- **Cloud computing:** Snowflake, AWS, Azure, Google Cloud Analytics
- **Visualization & Service platforms:** Tableau, Qlik, PowerBI, PowerApps, SAP ERP, MS Excel, MS Office
- **Business Management:** S&OP sales operations planning, demand forecast, inventory management, logistics optimization, distribution network, order fulfillment, customer relationship management, strategic planning, supply chain sustainability, blockchain, and financial controls
- **Soft skills:** Geospatial analysis, analytical insights, advanced communication, team problem-solving, and presentation abilities

Certification & Language

- Career Essentials in Generative AI by Microsoft and LinkedIn (2024)
- AWS Storage and Data Management (2024)
- Azure Spark Databricks Essential Training (2024)
- CSCMP Supply Chain Foundations: The Essentials Profession Certificate (2024)
- Google Analytics Individual Qualification (2021)
- Fluent in English, and Chinese Mandarin; Intermediate in Japanese