

# Yanyan (Dora) Deng

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## SUMMARY

A data-driven team player with a natural flair for effectively communicating data insights to audiences, and six years of hands-on business analytics experience. A self-starter, quick learner, who has the passion about building scalable and efficient data report to provide reliable data and deliver valuable data insight.

## EXPERIENCE

### Siemens Healthineers (Top500 - Tier1 Healthcare)

Tarrytown, NY

#### Junior 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, 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, Web applications development

### 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**

MS Office 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