

# Yanyan (Dora) Deng

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## SUMMARY

A data-driven team player skilled in gathering business questions, translating them into data analysis, and providing strategic recommendations. I have contributed to increasing forecast accuracy in financial planning by 65%. I excel in solving problems for stakeholders through efficient data reports that deliver reliable insights.

## EDUCATION

<b>FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS, NY</b> <b>MS, Information Technology GPA: 3.9/4.0</b> <b>Relevant Coursework:</b> Database Management, Data Mining, Business Analytics, Information system strategy	Aug.2019 - Dec.2020
<b>HOFSTRA UNIVERSITY, FRANK. ZARB SCHOOL OF BUSINESS, NY</b> <b>MS, Finance GPA: 3.6/4.0</b> <b>Relevant Coursework:</b> Financial Analysis and Planning, Advanced Statistical Modeling in Finance, Advanced Applications in Risk	Aug.2017 - May.2019
<b>Xi'an SHIYOU UNIVERSITY, China</b> <b>BS, Engineering GPA: 3.7/4.0</b> <b>Relevant Coursework:</b> Advanced Mathematics, Liner Algebra, Probability and Mathematics Statistics	Aug.2012 - May.2016

## HIGHLIGHTS

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

## EXPERIENCE

<b>Siemens Healthineers (Top500 - Tier1 Healthcare)</b> <b>Data Analyst</b>	Tarrytown, NY Aug.2021 – Aug.2023
<ul style="list-style-type: none"><li>Assessed data models by mining datasets from <b>SAP</b> and querying an 800M dataset in <b>SQL</b> to enhance sales data accuracy</li><li>Completed automated monthly reporting in <b>PowerBI</b>, streamlining ongoing reporting and analysis processes, leading to a <b>65%</b> increase in budget forecast accuracy for financial planning</li><li>Led <b>AWS cloud data</b> migration by constructing <b>data pipelines</b> (extracting, transforming, and loading) in big data</li><li>Collaborated closely with IT and finance teams to fulfill ad-hoc requests that feed into business intelligence dashboard (<b>Tableau</b>), enabling global stakeholders to make informed strategic decisions and reducing <b>1M</b> product risks</li></ul>	
<b>NYU Langone Fenyo Lab</b> <b>Data Science Research Assistant Intern</b>	New York, NY Oct.2020 - Feb.2021
<ul style="list-style-type: none"><li>Implemented <b>Correlation, Significant level in R studio</b> and <b>Pandas in Python</b> to formatted distributor data and recognize <b>450</b> mutant genes in <b>30k</b> raw dataset</li><li>Created scientific basis for biologists, leading scientist to explore unique diseases by <b>visualization</b> tool in R studio</li></ul>	
<b>Deloitte - NCAA March Data Crunch Madness Competition</b> <b>Data Scientist</b>	New York, NY Jan.2020 - May.2020
<ul style="list-style-type: none"><li>Predicted winning team of each game in 2020 NCAA with accuracy over 75% and log loss of 0.439</li><li>Trained 17-year historical NCAA dataset with more than <b>150 variables</b> before feature selecting, tested models using machine learning algorithms like ANN and earned Honorable Mention (top10%) from judging panel</li></ul>	
<b>Gabelli School of Business</b> <b>Data Analysis Teaching Assistant</b>	New York, NY Dec.2019 - Dec.2020
<ul style="list-style-type: none"><li>Collected, aggregated, and analyzed <b>11GBs</b> of Instagram data on Google Cloud to measure popularity of Product Tags using Pandas</li><li>Built <b>automated visualization dashboards</b> by extracting data from <b>MySQL</b> server to track 50 fashion trends</li></ul>	
<b>Beidou Cloud Service Co. Ltd</b> <b>Data Analyst Intern</b>	Qinghai, China Jan.2017 - Jan.2019
<ul style="list-style-type: none"><li>Provided competitive prices of 16 different styles of couch by writing <b>100+</b> SQL queries on MySQL to extract hundreds of rows of historical price data for California clients</li><li>Helped design <b>10+</b> couch material keywords index for online store, added additional feature to database with <b>6,000+</b> observations and performed A/B test detect online store revision</li><li><b>Doubled</b> client amounts in Thailand and <b>tripled</b> couch order sizes by presenting <b>Tableau</b> visualization</li></ul>	

## PROJECTS

<b>Homeless and Hate Crime Incident on Victimization</b>	Jan.2020 - May.2020
<ul style="list-style-type: none"><li>Conducted initial data exploration, filtered outliers on two datasets with <b>140K+</b> disorder data from 2007-2018</li><li>Created 20 <b>Tableau</b> 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</li></ul>	