

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

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

Soft Skills: Analytics skills, Report Analysis, Collaborator, Problem solver, Advanced Communication, Financial Planning

Language Skills: **SQL, SAP, Tableau, PowerBI, Python, Financial Modeling, Microsoft Excel**

Certificates: Gabelli Leadership Certification, Google Analytics Certification

EXPERIENCE

Cerebral Artery LLC

Jersey City, NJ

Financial Data Analyst

Oct.2023 – Present

- Conducted financial planning analysis, and providing recommendations for cost optimization and revenue maximization
- Generated financial report in **Tableau** from Car Rental Market Platform, monitoring business metrics such as pricing strategies, customer segmentation, and rental trends to manage car maintenance, fuel and operational expenses

Siemens Healthineers (Fortune 500 - Tier1 Healthcare)

Tarrytown, NY

Data Analyst

Aug.2021 – Aug.2023

- Assessed data validation by querying **800M** dataset in **SQL and SAP** to improve sales, product and financial data quality
- Completed monthly inventory reporting in **PowerBI** while developing automation to streamline analysis processes for sales operation planning, leading to a **65%** increase in budget forecast accuracy
- Managed the development of intercompany **BI software** using data analytics to enhance digital workflow
- Created data mapping, lineage and modeling, collaborating global stakeholders to identify opportunities for P&L, financial risks and cost saving
- Led AWS cloud data governance by constructing **ETL** data pipeline, enhancing the efficiency of 34 data reports processing

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**

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

