

Enyu Wang

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EDUCATION

Babson College, F.W. Olin Graduate School of Business

Wellesley, MA

Master of Science in Business Analytics (STEM-based discipline), GPA: 3.5/4.0

09/2020-01/2022

Relevant Coursework: Program for Business Analytics, SQL Database Management, Optimization Method, Financial Modeling

Wheaton College

Norton, MA

Bachelor of Arts, Major: Economics, Mathematics; Minor: Business and Management, GPA: 3.6/4.0

09/2016-05/2020

PROFESSIONAL EXPERIENCE

Citang Technology Co., Ltd. (Platform for learning Chinese slang)

New York, NY (remote)

Business Analyst

11/2021-06/2022

- Conducted market analysis and over 50 user tests on the wireframe MVP to test assumptions on website engagement
- Led a group of five on project management, focusing on scheduling project tasks and allocating resources for feature launch

RELX International (Asia's leading e-cigarette brand)

Shenzhen, China

Data Analyst Intern

05/2021-09/2021

- Analyzed over 100,000 customer data by performing SQL queries. Created data visualization in Tableau and Python based on customer profile and provided data-driven suggestions to the e-commerce team by setting clear visibility of demographic segments of customers
- Streamlined and automated a key business report in Tableau Server saving the team 4 hours of reporting each week
- **Key Achievements:**
 - Developed a set of anti-cheating mechanisms to ensure data integrity in the sales campaign by implementing historical store transaction data into the trained model to predict the sales and compare with actual sales and MAPE benchmark, which detected more than 600 abnormal transactions across 45 stores

Zebra Technology

Boston, MA

Data Analytics Field Project

02/2021-05/2021

- Analyzed the inefficiencies of the scheduling algorithms and designed various KPIs to evaluate the system performance by setting store sales as benchmark
- Trained the model and tested regression models to predict the store sales using R with attribute factors, evaluated model significance, and iterated different sets of factors to improve the model performance
- Researched alternative factors related to store sales, performed root cause analysis on low sales stores, conducted store segmentation using R, and discovered features that drive the performance of B2C and B2B store clusters with k-means

Champion

Boston, MA

Marketing Analytics Research Project

01/2021-04/2021

- Performed market basket analysis (association and sequence) on sales data using SAS to find product bundling and cross-selling opportunities for online stores
- Designed bundling and upselling strategies for stores - bundling items with the highest association and offering discounts for the bundled highest association group with another frequently repurchased item to increase upselling
- Conducted customer lifetime value analysis to determine customers segments and suggested the most valuable customer segment to focus on to drive sales uplift as well as improve customer retention

VOLUNTEER EXPERIENCE

Bompeh Senior High School

Sekondi-Takoradi, Ghana

Student Teacher

01/2018-02/2018

- Coached local high school students on business fundamentals and social entrepreneurship mindsets. Inspiring students use innovative solutions to address needs and challenges in their communities
- Instructed students to create structured business plan and a prototype for participating in regional business plan competition

SKILLS & CERTIFICATIONS

- Applications: AWS, R, Python (pandas, seaborn, matplotlib, numpy), MySQL, Stata, SAS, Tableau, HTML, CSS, Power BI
- Analytics: A/B Testing, K-means Clustering, Machine learning, Random Forest, Decision Trees, Regression, Forecasting, data imputation, NLP, Boosting, Bagging, Stacking
- Certifications: Google Data Analytics Professional Certificate