KANGJIE CARLOS YU

Madrid, Spain | (+34) 717105410 | carlos.yu@student.ie.edu | https://www.linkedin.com/in/kangjieyu/
With Work Permit in Spain | https://kjcarlosyu.github.io/

PROFESSIONAL SUMMARY

STEM graduate with strong experience in AI, data analysis, and business analytics. Proven ability in using Python, SQL, and Excel for data-driven insights and optimization, with experience in public speaking, presentations, and media interviews, including as a student council president on radio.

EDUCATION

IE BUSINESS SCHOOL SEPT. 2023 – JULY 2024	SUN YAT-SEN UNIVERSITY SEP. 2018 – JULY 2023
Masters in Business Analytics and Big Data	*Bachelor in International Studies*
• Honors in SQL, Python, Deep Learning.	• Sun Yat-sen Scholarship 1st prize (1/30)

PROFESSIONAL EXPERIENCE

KWAI CO. (TECH, INTERNSHIP)

AI CONTENT RECOMMENDATION OPTIMIZER   APR. 2022 – AUG. 2022
- Strategic Market Analysis: Conducted in-depth analysis of Latin American user-generated content, identifying key trends to inform content strategy and drive user engagement.
- Performance Optimization: Enhanced the platform's content recommendation system, directly impacting user retention and satisfaction, contributing to increased platform usage and content consumption.

SUN YAT-SEN UNIVERSITY

Academic assistant   MAR. 2021 – MAR.2023
- Collaborated closely with professors at the Center of Latin American Studies to methodically source, structure, and distill data extracted from official websites, forums, and esteemed think tanks.
- Employed Excel for data visualization, facilitating clear and insightful representations of complex data sets.

CHARITY BAZAAR IN CANTON FLOWER FAIR

Student Co-organizer   OCT.2017 – JAN.2018
- Co-led a fundraising event that raised over 80,000 yuan (€10,000) for an infant with congenital leukemia through strategic planning and effective communication with vendors and donors.
- Conducted media interviews to raise awareness, demonstrating strong communication and engagement skills.

ACADEMIC EXPERIENCE

THESIS *Analysis of the positioning of Spanish higher education in the Chinese market of international students*   (2023)
- Evaluated factors influencing Chinese students' choice of study abroad destinations. Assessed Spain's conditions, and compared its strengths and weaknesses relative to popular destinations like the UK and the US to extract insights.
- Outstanding Thesis of Graduation of Sun Yat-sen University with score 95/100.

SKILLS

- Proficient in writing **SQL** queries for efficient data extraction and analysis.
- Advanced expertise in **Excel** and the **Microsoft Office** suite for data management and reporting.
- Extensive experience in **Python** for **data engineering** and **machine learning**, including tools like **Pandas**, **DNNs**, **NLP, Scikit-learn**, **Keras**, and **Prophet**.
- Skilled in using **data visualization** tools such as **Tableau** and **Looker Studio** to present actionable insights.
- Familiar with big data technologies including **Hadoop, Spark, MongoDB (NoSQL), AWS, GitHub** and **ETL** processes for data integration and transformation.

MAJOR PROJECTS

- BCGX corporate project: Explaining and predicting **customer churn**, analysing customer behaviour.
- Vodka Sales Analysis: Analysing the **sales** of vodka under Heaven Hill Brands compared to the market and providing insights.
- Bike Rental Counts Simulator: Developed a **ML model** with **Optuna** and a **Streamlit** application to predict bike rental counts.
- Medical Entity Recognition: Keyword extraction with spacy, **TF-IDF/BERT** for keyword importance, NLP model.
- **Looker Studio** dashboard: Data visualisations displaying greenhouse gas emissions across Europe.

LANGUAGES

Mandarin (Native); **Spanish** (Fluent); **English** (Fluent); **Cantonese** (Advanced)