

Liang (Linda) YANG

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PROFESSIONAL SUMMARY

Detail-focused Data Analyst with knowledge in data warehousing, process validation and business needs analysis. Proven to understand customer requirements and translate into actionable project plans. Dedicated and hard-working with passion for Big Data.

EDUCATION

Fordham University	New York, NY
<i>Master of Science in Business Analytics (GPA:3.96/4.0)</i>	Sept. 2020 – Present
<i>Business Program: International Business Bridge Program (GPA: 3.98/4.0)</i>	Sept.2019 – May.2020
<ul style="list-style-type: none">• Teaching Assistant: Oversaw data mining course by leading student office hours, grading assignments, and coordinating exams/projects with the professor.• Research Assistant: Explored community discussion of social product development platform by collecting 500K+ unstructured data from social media using web crawler and analyzing results.• Coursework: Data Mining, Database Management, R Statistical Programming, Python, Robotic Process Automation, Big Data Analytics, Web / Text / Marketing/ Risk Analytics, Applied Finance	
Central South University of Forestry and Technology	Changsha, China
<i>Bachelor of Management in Accounting</i>	Sept. 2013 – June. 2017

TECHNICAL SKILLS

- **Programming:** R, Python (Pandas, NLTK, Plotly), SQL
- **Analytics:** Tableau, SPSS Modeler, SAS, Oracle Modeler
- **Technical:** GCP, AWS, Quickbooks, logistic regression, clustering, KNN, NLP

EXPERIENCES

Fashion Deepblue Corp	New York, NY
<i>Data Analyst (Internship)</i>	Jun. 2021 – Present
<ul style="list-style-type: none">• Worked with management to prioritize fashion brands' business and information needs.• Developed and implemented database and data collection system to predict fashion color and material trends, by creating a time series model based on a fashion dictionary with 800+ data points.• Acquired, filtered, and cleaned 100,000+ data from primary and secondary sources, built brand's user profiles, and maintained data systems to analyze competitors and public sentiments towards brands from various social media channels.• Identified, analyzed, and interpreted latest fashion trends or patterns in complex data sets, brand-relevant Key Opinion Leaders, and hashtags used on social media to increase brand followers demographically and accurately.• Analyzed data using statistical techniques and provided reports by developing four visualization dashboards capturing industry-wide insights, based on ETL & data processing pipeline.	
Tencent Holdings, Ltd	Shenzhen, China
<i>Data Analyst (Internship)</i>	Dec. 2020 – Mar. 2021
<ul style="list-style-type: none">• Scraping and oversaw the company's social media performance based on 70+ agency official accounts in terms of activities, followers, and post types, followed by competitive analysis to provide the leadership with operational advice.• Analyzed industry short video e-commerce indicators and created analytical models based on UV, PV, new user analysis, funnel loss, and retention, developing statistical charts.• Cleaned, converted, calculated customer data and developed growth strategies including assessment of user behavior according to different time scales, creating statistical charts of customer activity and using RMF model to layer user values.	

PROJECTS

Tesla Stock Price Prediction (Facebook Prophet)	Sept. 2021
<ul style="list-style-type: none">• Forecasted 30-day Tesla price by building a machine learning model in Facebook Prophet, analyzing financial metrics (PE, ratio, EPS, beta, market cap, volume), visualizing historical performance and evaluating model performance against actual data.	
Home Prices Prediction (Python, Pandas, Seaborn)	Dec. 2020
<ul style="list-style-type: none">• Forecasted housing price with 80+ features using machine learning by implementing lasso, a decision tree model and logistic regression model, achieving 0.92 accuracy and AUC of 0.98.	