Yihan Cao

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EDUCATION BACKGROUND

Zhongnan University of Economics and Law   09/2017-06/2021

Major: Applied Statistics

Degree: Bachelor of Science

Cumulative GPA: 3.74/4.0(WES)

Relevant Coursework: Applied Multivariate Statistical Analysis, Mathematical Statistics, Theory of Probability

University of California, Berkeley   Summer Program   07/2019-08/2019

Main Course: Finance (B+)

University of California, Berkeley   Online Education   08/2020

Main Course: Data Mining and Machine Learning (A+)

PAPERS

Yihan, Cao, "Suspense and Surprise Reciprocal Recommender System", Under Review

Yihan, Cao, "Understanding Crude Oil Future Price through LSTM with ARIMA", Under Review

INTERNSHIP EXPERIENCE

Acxiom   Shanghai, China

E-commerce Data Analyst   09/2020- Present

- Responsible for data analysis of the brand of L'ORÉAL, and organized and reported data regularly through data bank and SQL
- Connected with the staff of L'ORÉAL to ensure that the output of product data analysis report is timely and effective
- Analyzed the user portrait according to the type of data required by the customer, and extracted data periodically through the crawler

RESEARCH EXPERIENCE

Reciprocal Sequential Recommender Systems   Wuhan, Hubei

Team Leader   10/2019-Present

- Completed parliamentary paper and rrecommended algorithm for bilateral match, based on users' personal preference, and users' sequential emotional changes
- Utilized dynamic programming and reinforcement learning models to fit the sequential changes, and also item2vec to present latent features in User-User interactions

The Market Research Project of the Street Vendor Economy   Wuhan, Hubei

Team Leader   06/2020-09/2020

- Led the team to design the questionnaire, mainly used the non-random sampling method to carry out the market research work of Street Vendor Economy
- Comprehensively used the exploratory data analysis, text mining, user clustering and machine learning model to carry out information mining on potential customers, and discuss the existing problems in reality
- Was selected to attend the Provincial Research Competition because of the outstanding achievements

Study on Family Doctor Contract Service in Rural Area from Multiple Game Perspective   Wuhan, Hubei

Undergraduate Researcher   10/2019-06/2020

- Participated in the 2019 National College Students' Innovation and Entrepreneurship Training Program
- Analyzed the data by using game theory, market research and Lasso-Logistic model
- Conducted a field investigation, integrated sampling methods and data mining and summarized factors affecting the

signing service of family doctors

The Construction of COVID-19 Paper Database Remote Project

Researcher 02/2020-05/2020

- Collected COVID-19 papers on Elsevier and constructed a cloud database on Microsoft Azure
- Applied interactive API to the database, including automatic translations, language detections, and also other NLP enrichments
- Applied the database to Microsoft Robot and PowerBI

Understanding Online Reviews Through Topic Modeling Wuhan, Hubei

Team Leader 02/2020

- Participated in Mathematical Contest in Modeling and was responsible for modeling and programming
- Performed emotional fine-grained analysis of user comments based on user comment data, extracted text topics by using theme models and weighted by emotions
- Utilized the Gaussian Distribution to fit the possible influence of useful and useless votes on a comment
- Weighted the text topic to quantify the text index, and analyze the text index in time series
- Won the First Prize in 2020 Mathematical Contest in Modeling

2019 Private Economy Index Research Report in Wuhan, Hubei Wuhan, Hubei

Undergraduate Researcher 12/2018-01/2020

- Formed and calculated the indexes such as input output rate and entrepreneur confidence index, according to the enterprise survey data provided by provincial government and municipal government
- Reported the results of data analysis at the end of the quarter

EXTRACURRICULAR ACTIVITIES

Student Union of Zhongnan University of Economics and Law Wuhan, Hubei

Member of Academic Department 09/2017-09/2018

- Organized and arranged various academic activities within the college
- Organized and participated in the college's lectures and debate competitions with nearly 100 participants

HONORS & AWARDS

Rank No.1 in Undergraduate Innovation and Entrepreneurship Training Program	10/2020
Merit Student in Zhongnan University of Economics and Law	10/2020
Second-tier Scholarship in Zhongnan University of Economics and Law	10/2020
Provincial Second Prize in National College Students Market Survey and Analysis Competition	09/2020
Meritorious winner in 2020 Mathematical Contest in Modeling	04/2020
Third Prize in ICBC Cup Fintech Innovation Competition	10/2019
Second-tier Scholarship in Zhongnan University of Economics and Law	10/2019
Merit Student in Zhongnan University of Economics and Law	10/2019
Excellent Individual in Social Practice in Zhongnan University of Economics and Law	03/2019
Outstanding Achievements in Social Practice in Zhongnan University of Economics and Law	03/2019

MISCELLANEOUS

Professional skill: Proficient in Python, R, Java, Pytorch, Hive, Hadoop, C++

Interests: Dancing, Guitar, Guzheng

Personal Website: https://yihancao123.github.io/