Yue Hu

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Skills

Metrics system design, quantitative & attribution analysis, anomaly detection, business diagnosis, A/B testing; Python (Pandas, NumPy, scikit-learn, Matplotlib, seaborn), SQL (MySQL, PostgreSQL), data cleaning & feature engineering, hypothesis testing & regression, ML modeling, Tableau, Jupyter, Git.

Experience

Part-time Data Analyst July 2025 - Sept. 2025

Social Media Growth (Douyin/Xiaohongshu)

- Built a competitor and content analytics framework to guide strategy by benchmarking 10 accounts and analyzing 3,000+ scraped videos across content efficiency, traffic sources, viral patterns, and user feedback.
- Drove data-informed optimization via stability analysis, topic-level performance evaluation, keyword-based user insights, and A/B testing on posting time, increasing topic hit rate by 42%, average views by 68%, and completion rate by 23%.

Electronic Engineer Apr. 2018 - Apr. 2019

Hangzhou Jingri Technology Co.,Ltd. Hangzhou, China

- Led the end-to-end design of a dual-output forward switching power supply (90% efficiency, ±4% output accuracy) and supported daily engineering tasks, including circuit design, PCB layout, and system testing to ensure stable instrument operation.

Projects

E-commerce User Behavior & Category Operations Insights Aug. 2025 - Oct. 2025

- Built scalable Python & SQL pipelines to process 3M+ user behavior records, analyzing retention, traffic distribution, and funnel dynamics around the pre-Double 12 promotion to inform campaign timing and resource allocation.
- Identified significant mid-funnel drop-offs through path and funnel analysis, with overall conversion around 2–3%, and applied RFC-based segmentation across ~1M users and ~9K categories to support targeted remarketing and category-level optimization.

Analysis of the Netflix 2025 User Behavior Dataset Sept. 2025 - Oct. 2025

- Diagnosed hidden churn risk by combining cohort retention, hazard rates, and zombie analysis, revealing a large gap between high subscription retention (80%+) and low behavioral engagement (30–40%).
- Identified lifecycle churn peaks and integrated RFM segmentation with CTR–rating analysis to inform personalized content and renewal-focused recommendation strategies.

Customer Churn Prediction Model for E-Commerce Platform Sept. 2025 - Oct. 2025

- Built an XGBoost churn prediction pipeline, engineering features across purchase, behavior, and service data to identify key drivers of attrition and convert model outputs into actionable risk tiers for targeted retention and win-back strategies.

Additional Experience:

Academic research on advanced calibration techniques for TMR sensor angle measurement; an industrial internship on lithium-ion battery production parameter control and temperature prediction; and a CNN-based image classification project.

Education

Master of Science in Electrical and Computer Engineering Apr. 2021 - Sept. 2024

Rheinland-Pfälzische Technische Universität Kaiserslautern-Landau Kaiserslautern, Germany

- Relevant Courses: Control Systems, Optimization Techniques, Data Acquisition, Neurocomputing

Audition student in Master program of Data science Apr. 2023 - Apr. 2024

Universität des Saarlandes Saarbrücken, Germany

- Relevant Courses: Elements of Data Science and Artificial Intelligence, Elements of Machine Learning, Database Systems, Big Data Engineering

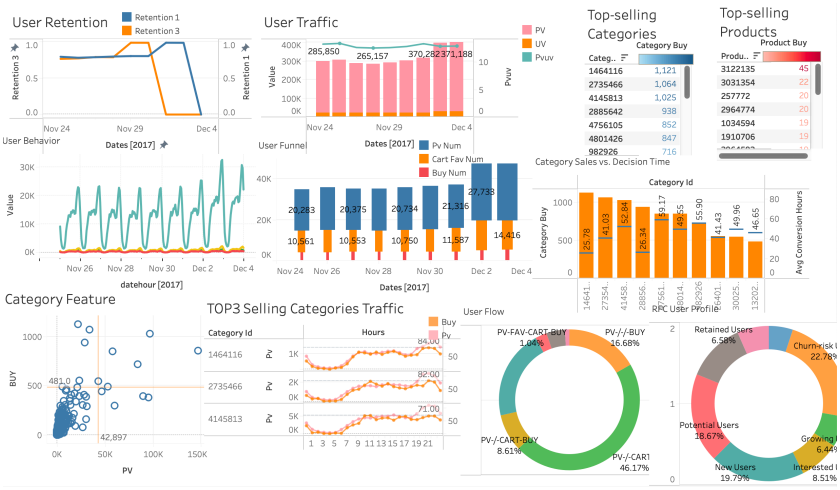
Bachelor of Engineering in Electrical Engineering and Automation Sept. 2013 - July 2017

Shanghai university of electric power Shanghai, China

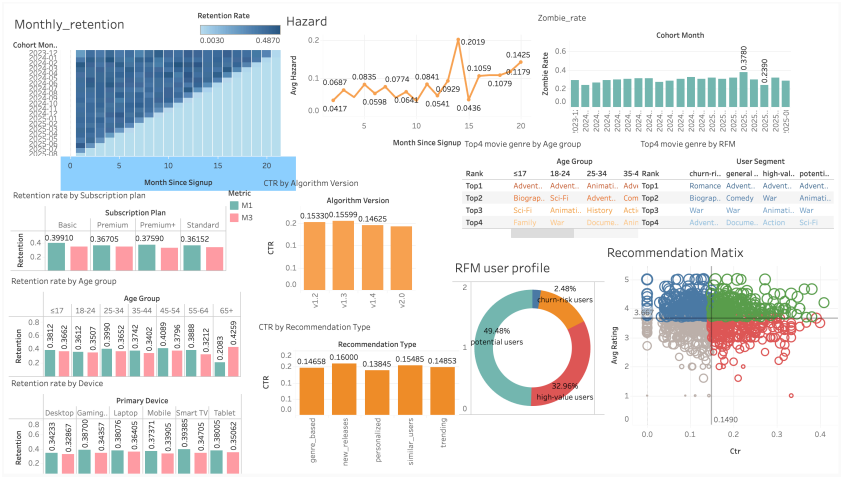
- Relevant Courses: Probability and Statistics, Advanced Mathematics, Microeconomics & Macroeconomics, C language

Portfolio

[E-commerce User Behavior & Category Operation Insights]



[Analysis of the Netflix 2025 User Behavior Dataset]



[Customer Churn Prediction Model for E-commerce Platform]