Yue Hu

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TECHNICAL SKILLS & ANALYTICAL METHODS

SQL (MySQL, PostgreSQL, BigQuery), Python (Pandas, NumPy, scikit-learn), Power BI, Tableau, Git, PySpark, Data Cleaning, Feature Engineering, Automation, Data Quality Validation, SAS (basic); Quantitative & Attribution Analysis, A/B Testing, Hypothesis Testing, Regression, Predictive & Churn Modeling, ML Modeling, Anomaly Detection, KPI Development & Metrics Design, Dashboarding.

EXPERIENCE

Part-time Data Analyst   **July 2025 - Sept. 2025**
Social Media Growth (Douyin/Xiaohongshu)   Remote, China

- Developed a KPI monitoring framework to track channel development by benchmarking 10 competitor 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.

KEY PROJECTS

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

- Built scalable Python & SQL pipelines to automate analysis of 3M+ user behavior records, analyzing retention, traffic distribution, and funnel dynamics around the pre-Double 12 promotion to inform business planning and campaign timing.
- 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 CRM/remarketing strategies 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 Furnace 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, 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

CERTIFICATIONS

Data Science: Introduction to Data Science in Python, Applied Machine Learning in Python, Applied Plotting, Charting & Data Representation in Python, Applied Text Mining in Python

Database & big data: Databases and SQL for Data Science with Python, Introduction to PySpark

Cybersecurity: eJPT Junior Penetration Tester

Languages: English (C1 - CEFR), German (A1 - CEFR, pursuing A2), Chinese (native)