Yipeng Yang

(646) 944-1936 • yy3212@columbia.edu • www.linkedin.com/in/yi-peng-yang

EDUCATION

Columbia University, New York, NY, United States
Master of Science in Applied Analytics, GPA: 3.8/4.0   December 2022
Courses: Organizational Analytics, Storytelling with Tableau, NLP, Database System, Financial Data Analysis

The Chinese University of Hong Kong, Shenzhen, Shenzhen, GD, China
Bachelor of Business Administration in Finance, GPA: 3.4/4.0   May 2021
Courses: Machine Learning, Statistics, Optimization, Programming Paradigms, Ordinary Differential Equations, Econometrics

SKILLS

Programming: Python, R, SQL, C++, JavaScript, HTML, CSS, Java, Stata, VBA, MATLAB
Technical: Tableau, SPSS, LaTeX, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Shenzhen Research Institution of Big Data, Shenzhen, GD, China
Data Analyst, Learning Analytics Team   April 2019 - August 2021
- Imported, cleaned, and manipulated raw data and sheets stored in PostgreSQL deploying SQL
- Extracted information by SQL and Python in API interface files to support backend computation and model-building files
- Built machine learning models in Python for students' attendance and academic performance, and visualized relationship on a self-established website under data framework logic of frontend Vue.js with backend Flask
- Rewrote fragmented backend data-dealing files into Django framework, introduced and executed unit test for feasibility to standardize files for mining data and reducing possibility of errors
- Led a frontend group of eight to keep track of production schedule, and control quality of website by data-driven test framework before its official release

Accenture, Shanghai, China
Intern, Consulting Department   June 2020 - August 2020
- Conducted SWOT and PESTEL analysis to measure financial and organizational background of 10+ projects of State Grid Corporation of China's (SGCC) and outlook of power industry market utilizing WIND
- Brainstormed to find strategic issue - single target throughout all projects - of SGCC and provided it with multi-objective optimization strategy, and increased its overall project revenue by 10%
- Gathered outstanding cases of multi-objective optimization in power industry leveraging WIND, and launched feasibility report orally at a conference and in written form

Rongtong Fund Management Co., Ltd., Shenzhen, GD, China
Intern, Marketing Department   May 2019 - August 2019
- Examined daily trends of market index, industry performance, and performance of company's funds deploying WIND, and broadcast on company's official website and social media
- Investigated patterns of secondary market daily fluctuations from macro perspective by fundamental analysis
- Guided investors through infographics on tips to enter market, resulting in sales of $160k

PROJECTS

The Chinese University of Hong Kong, Shenzhen - Shenzhen, GD, China   May 2020 - February 2021
- Constructed correlation between mutual funds' names and popular investment styles by Natural Language Processing in R, and explored impact of name changes on capital inflows and subsequent returns of funds
- Designed potential quantitative strategies, and conducted historical back-tests to evaluate profitability, ability of risk control, and other related strategic indicators by monthly return of A-share market

University of Southern California - Los Angeles, CA, United States   July 2020 - August 2020
- Classified e-commerce platforms' customer data with product and customer clusters in Python
- Created algorithms and verified its accuracy in predicting customer purchasing preferences and visitor numbers by applying machine learning techniques

HONORS

Top 3%, Most Promising Analyst (October 2019)
Top 3, (5%) 2019-2020 CFA Institution Research 2020 Challenge (October 2019)
Top 5, (1%) 17th Asia OVAL International Business Contest for Students (April 2019)
Top 5%, Presidential Bowen Scholarship (September 2017 - December 2021)