

# Xinyu(Leona) Liu

Los Angeles, CA 90007

[xliu716066gyc\\_wty@indeedemail.com](mailto:xliu716066gyc_wty@indeedemail.com)

+1 919 945 4955

Willing to relocate: Anywhere

## Work Experience

---

### Data Analyst Intern

Didi Global - Beijing, China

April 2021 to August 2021

Strategy: Developed a membership program and ideated new features (Maps), which increased 60% of finished orders by forecast

- User Targeting: Identified high-value silent users by conducting user demographic & behavior analysis and market share forecast
- Product Building: Designed membership plans based on KPIs including segment demographic, funnel turnover rates, frequency

Ecosystem: Measured the Covid-19 impacts on company's KPIs based on Causal Research methods including Diff. in Diff.

Operations: Built and monitored the Operation and Finance Dashboard for subsidy plans design with SQL and Python

### Marketing Analyst Intern

ASHITA - New York, NY

January 2021 to April 2021

- Designed and conducted an AB Test on website layout; Launched new changes with webpage loading speed increase by 25%
- Increased 5% marketing email CTR by conducting User Segmentation with RFM model to design personalized campaigns
- Improved Data integrity, accuracy, and reliability by implementing pipelines to preprocess raw data using SQL and Python

### Strategic Sourcing Intern

Anthem - Indianapolis, IN

May 2020 to August 2020

- Conducted competitor analysis and budget forecast to achieve a \$7 million estimated savings in end-user computing RFP project
- Automated vendor selection process by defining metrics and setting baseline to evaluate and rank vendors' financial performance, product configuration and compatibility, and company capacity and sentiment

### Part-time Assistant

McKinsey & Company - Shanghai, China

January 2020 to March 2020

- Built dashboards and visualizations using Tableau and presented actionable insights and solutions for pharmaceutical companies
- Served as primary source regarding data collection, validation and manipulation using SQL and Excel

### **Research Assistant**

Canalys - Palo Alto, CA

December 2019 to January 2020

- Conducted Smartphone analysis by vendor, model, country/ region, and OS based on web-scraping data using Python
- Predicted Sales with Regression models including Linear Regression, Random Forest, XGBoost for Operator Watch Q4 Report

### **Business Analyst Intern**

Deloitte Consulting - Shanghai, China

June 2019 to August 2019

- Derived insights of Digitalization in the Furniture Industry based on market research and competitor analysis
- Led a team of 6 to identify scalable business opportunities and design operational plans for Retail and Logistic clients

## Education

---

### **M.S. in Analytics.**

The University of Southern California - Los Angeles, CA

December 2022

### **B.S. in Business Analytics**

Indiana University Bloomington - Bloomington, IN

December 2020

## Skills

---

- Visualization: Tableau, Microsoft Visio, Arena Simulation Software, Advanced Microsoft PowerPoint
- Analytics & Modeling: Experiment Design (AB Testing), Causal Inference, Machine Learning, Statistical Modeling, EDA
- SQL
- Python(numpy, pandas, matplotlib, scikit-learn, seaborn)
- R
- C#
- STATA
- Advanced Microsoft Access and Excel(Solver, Data Analysis, VBA)
- Advanced Google Analytics
- MySQL
- Business Intelligence
- Data Visualization

