

Yixuan Cheng

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EDUCATION

University of North Carolina at Chapel Hill

Master of Information Science

GPA: 4.0/4.0

August 2021 - May 2023

Northeast Normal University, Jilin, CHINA

Bachelor of Supply Chain and Marketing Science

GPA: 4.7/5.0

August 2016 - June 2020

Honors: Summa Cum Laude, Dean's List, Title "Excellent Leader (5%)

TECHNICAL SKILLS

- Programming Language: SQL, Python (Pandas, NumPy, Matplotlib, Sklearn), R
- Tools: AWS, SSAS, MySQL, Excel, Tableau, Power BI, Spark, RStudio
- Techniques: Exploratory Data Analysis, Data Visualization, Hypothesis Testing, A/B Testing, NLP, ETL, Machine Learning, Statistical Inference

WORK EXPERIENCE

Cruz Street | Data Consulting | Florida, United States

Data Scientist Intern

January 2022 - Present

- Constructed a data warehouse that maintains 2 million data points on **Amazon Redshift**, established automatic **ETL pipelines** to extract data from AWS S3 and HubSpot, reduced operation time by 50%
- Visualized analysis results with interactive dashboard in **Amazon QuickSight** and presented to customers
- Performed analysis of 3000+ loan industry companies' data by **Python**, divided strong and weak loan companies using **Decision Tree** model, the accuracy rate reached 97.1%, sorted 20 high-potential loan targets

Unilever | Retail | Shanghai, China

Data Analyst Intern

March 2021 - July 2021

- Established customer segmentation and personas based on sales data using **K-means Clustering** and RFM method by **Python**, identified seed customers and lookalike customer groups for 10+ brands, established promotion campaigns using these groups, resulted in a 10% sales lift in 618 Shopping Festival
- Monitored participator loss ratio on web and Mini Program for 6 promotional campaigns by **SQL**, gained strategic insights to optimize campaign settings, increasing customer conversion rate by 30%
- Defined evaluation **metrics** for a new arrival launching campaign, delivered a performance dashboard using **Tableau**, provided recommendation for go-to-market strategy

Publicis Groupe | Digital Marketing | Beijing, China

Big Data Product Intern

September 2020 - January 2021

- Supported release of Social Listening platform (BrandRadar) and cooperated cross-functionally to optimize information retrieving function related to Weibo API, lifted result accuracy to **95%** for this function in a cost-efficient way
- Initiated a web-based platform to facilitate team members record daily delivery, automated manual reports for monthly work-time tracking, reduced processing time by 50%
- Evaluated customers' comments using sentiment analysis and BI reports, providing partners with strategy advise, improved CSAT by 15%

DATA SCIENCE PROJECTS

- **Sentiment Analysis using NLP** – Preprocessed tweets related to 2020 Presidential Election including tokenization, stop-word removal, stemming and extracting twitter-specific features based on marginal contribution; Stacked Naïve Bayes, Logistic Regression, SVM to modeling and categorized tweets into positive, neutral, or negative; boosted accuracy to 85%
- **Order Process Improvement A/B Test using Airbnb data** – Identified suitable KPIs for A/B test effect measure; Cleaned and standardized A/B Test result using **MySQL** and **Python**; Conducted **hypothesis testing** to measure the messaging function's influence on customers' experience when booking hotels, and gave advice on reservation process that is expected to improve experience for 20% customers