

YANGYANG JIA

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EDUCATION

CALIFORNIA STATE UNIVERSITY Los Angeles, CA
Master of Science in Information Systems and Services Aug 2019

- Relevant Coursework: Programming Foundations: Python, Intro to Big Data Science, Business Intelligence, MySQL for Data Analytics, Azure ML Development

ZHEJIANG OCEAN UNIVERSITY Zhejiang, China
Master of Business in Business Administration Management Jun 2016

- Relevant Coursework: Marketing and Communication, Business Management, Supply Chain Management, Leadership, Human Resource Management

ZHEJIANG OCEAN UNIVERSITY Zhejiang, China
Bachelor of Business in Administration and Management Jun 2014

- Relevant Coursework: Executive Leadership, Business Administration, Marketing

SKILLS

Programming/Software/Database: SQL, R, Tableau, SAP Lumira, Looker, Power BI, Access, SQL Server, DB2, Amazon Redshift

Analytical Techniques: Use Case Modeling, Regression, Statistical & Predictive Analytics

EXPERIENCE

FIRST CHOICE CLINIC Temple City, CA
IT Project Manager Aug 2019 - Present

- Analyzed the data to identify key metrics which led to marketing insights to help company to develop effective marketing strategies for the target market
- Created multiple dashboards in Tableau as a single source of truth for the stakeholder to keep track of the metrics, performance
- Built the company website and managed social media platforms to build traffic which increased the registrations and active users by 15% in 3 months

FUYANG TABLE TENNIS TRAINING SCHOOL Hangzhou, China
Business Analyst Jan 2018 - Jul 2019

- Developed a Tableau dashboard to identify user growth and retention rate to help with the strategies that increased the users signed up by 25% within 2 years
- Collaborated with 3 vendors and 3 business partner to build specific business requirements and cooperation strategies which increased the revenue by 40% in 2 years

PROJECTS

- **DELIVR: Food Delivery Startup** - Wrote queries to perform analysis to create KPI and marketing metrics such as profit, active users, growth rate, and retention to measure business performance. *SQL, Tableau*
- **Sentiment Polarity Analysis of Chinese Movie** - Predicted the sentiment polarity of reviews to help company evaluate customers' opinions. Presented at ISSAT International Conference Data Science and Intelligent Systems with publication. *NoSQL*
- **San Francisco Fire Department** - Data analysis of call logs for the incident to determine the most number of calls, incident prone area, and leading incident categories. *Hadoop, HiveQL, Tableau*

ADDITIONALS

- **Publication:** Balan, S., Yangyang, J. (08/2019). Sentiment Polarity Analysis of Chinese Movie Reviews
- **Languages:** English, Mandarin
- **Certification:** Tableau Desktop Specialist
- **Awards:**
 - Butterfly (largest table tennis supplier) sponsored table tennis coach
 - Winner of 2019 Golden Western Open table tennis tournament U2300
- **Activities:** Table tennis, Badminton, Hiking, Reading, Traveling