

YIN WANG

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EDUCATION

Southern Methodist University

Dallas, TX

Master of Science in Business Analytics

May 2023

- GPA: 3.64/4.00
- Coursework: Big Data, Managerial Statistics, Business Intelligence, Data-Driven Marketing, Data Mining

East China University of Political Science and Law

Shanghai, CN

Bachelor of Arts, Translation (International Law and Business Oriented)

Jun 2021

- GPA: 3.52/4.00
- Coursework: Study of China and US Relations, Brand Strategy, Principles of Micro and Macro Economics

TECHNICAL SKILLS

Databricks, Python, SQL, Tableau, R, Power BI, Spreadsheet, Spark, Alteryx, KNIME, Visual Studio

EXPERIENCE

Alindus

Irving, TX

Data Analyst Intern

Jan 2023 – Apr 2023

- Analyzed data sets, developed intuitive dashboards to provide insights to Senior Leadership that informed key business decisions
- Examined business process flows, drafted use cases/business scenarios and user manuals, resulting in efficient workflow and operations

Ipsos (Institut Public Soudage d'Opinion Secteur)

Beijing, CN

Data Analyst Intern, Ipsos Group S.A.

Mar 2022 - Jun 2022

- Conducted in-depth analysis of 5-year sales dataset with over 5 million rows using seaborn and pandas & built visualization dashboards highlighting important sales KPI's
- Developed strategy aiding clients' entry into new markets, increasing significant business revenue by 3%

Burson Cohn & Wolfe

Shanghai, CN

Marketing Analyst Intern, WPP plc

Jan 2021 - Apr 2021

- Compiled 2K+ rows of data, generating media clippings and monthly dashboards that enhanced sales insights, boosting client operational efficiency by 2%
- Utilized Pandas and Beautiful Soup to extract data from 110+ web pages, aiding strategic targeting of Asian market clients in the tire and cruise sectors.

Shanghai Yingfei Wood Industry Co., Ltd

Shanghai, CN

Operations Analyst

Oct 2018 - Dec 2020

- Using data analysis on production processes, found opportunities for improvement, and implemented strategies resulting in a 10% increase in production efficiency
- Published weekly dashboard highlighting important KPIs aiding management in taking key business decisions

PROJECT

- **Girls Scouts of America – 2023 Cookie Sales Forecasting** – Built predictive models using Python to forecast 2.64 million boxes of cookies sold in 2023 by conducting a comprehensive analysis and provided data-driven recommendations to increase sales.
- **Banking Loan Default Predictive Analysis** - Used Python to train Naive Bayes, logit regression, random forest, and neural network models to predict the possibility of loan default from more than 30K customers' banking data.

LEADERSHIP

Secretary - Northern Kentucky University Model United Nations Club

Director of Executive Department - East China University of Political Science and Law Speech Association