

YINGTONG WANG

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PROFILE

- Data analyst with proven experience in SQL, Python, and BI tools to support strategic, data-driven business decisions. Skilled in performing large-scale data analysis and communicating actionable insights to stakeholders. Strong background in machine learning modeling (e.g., XGBoost), A/B testing concepts, and operations-focused analytics across cross-functional environments.

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

M.S. in Business Analytics and Information Management, GPA 3.75/4.0

August 2025

- Krannert Fellowship Scholar

Beijing Technology and Business University (BTBU), School of Business

Beijing, China

Bachelor of Management, Major in Intelligence Accounting (TOP 5%)

July 2024

Bachelor of Economics, Minor in Financial Technology, GPA 4.0/4.0

- First-Class Scholarship for Outstanding Students (Oct 2023)

PROJECTS & COMPETITIONS

Microsoft Viva Engage

Remote, United States

Purdue Industry Practicum Project, Data Analyst

May 2025 – August 2025

- Simulated enterprise social platforms using 10,000+ Reddit posts and comments across 15+ subreddits to analyze community engagement patterns; built dynamic Power BI dashboards to track sentiment trends, interaction frequency, and content health across HR-themed communities.
- Developed Community Health Index (CHI) using sentiment analysis, topic modeling, and risk signal detection to quantify participation and flag content decline; presented findings and insights to academic and industry stakeholders.

Kearney

Remote, United States

Purdue Industry Practicum Project, Business Analyst

January 2025 – April 2025

- Cleaned and structured 210,000+ procurement records across 10,000+ suppliers (\$170M spend), enabling data readiness for analytics; collaborated with Kearney consultants and PepsiCo procurement leadership to recommend 50%+ supplier consolidation, projecting \$40M in cost savings.
- Designed Tableau dashboards to visualize supplier performance metrics and identify inefficiencies across categories.
- Delivered final presentation to PepsiCo stakeholders, aligning analytical recommendations with operational priorities.

Kaggle Competition – Crossroads Classic Analytics Challenge 2025

Remote, United States

Data Analyst

January 2025 – March 2025

- Led a 4-person team to build predictive models (XGBoost, ensemble methods) on 50,000+ NCAA fan bracket entries; ranked top 6/100+ on private leaderboard.
- Applied AUC, cross-validation, and hyperparameter tuning to ensure model generalizability across diverse user segments; created Tableau dashboard to analyze regional bias and fan behavior patterns across demographics.

PROFESSIONAL EXPERIENCE

Pacific Securities Co., Ltd

Beijing, China

Financial Data Analyst

December 2022 – February 2023

- Analyzed 10 years of real estate and LGFV bond data using Excel (PivotTables, time-series plots), and integrated macroeconomic indicators from Wind and Statista to inform market research and fixed-income strategy.
- Refined financial documents to ensure reporting accuracy and alignment for internal use.

E&Y Hua Ming Certified Public Accountants LLP

Beijing, China

Audit Intern

July 2022 – August 2022

- Audited \$100M in related-party transactions and conducted data validation using advanced Excel functions (e.g., VLOOKUP, PivotTables, conditional formatting) during a mid-term review for a major energy client.

TECHNICAL SKILLS

- Programming & Tools:** Python, R, SQL (MySQL), Excel, GitHub, Jira
- Data Science & ML:** EDA, A/B Testing, Hypothesis Testing, Regression, Decision Trees, XGBoost, K-Means, Bayesian Models, SAS Enterprise Miner
- Big Data & Cloud:** Spark, Hadoop, Hive, Azure, AWS
- Visualization:** Tableau, Power BI

CERTIFICATIONS

- Microsoft Certified: AI-900, AZ-900; INFORMS Associate Certified Analytics Professional (aCAP) ; ACCA 5/13