# 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**
*Bachelor of Management, Major in Intelligence Accounting (TOP 5%)*                          **Beijing, China**
*Bachelor of Economics, Minor in Financial Technology, GPA 4.0/4.0*                             **July 2024**

- 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 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 (AWS Certified Cloud Practitioner)
- **Visualization:** Tableau (Tableau Desktop Specialist), Power BI

## CERTIFICATIONS

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