

Yiting Fu

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Business & Data Analytics graduate student with 2+ years of relevant work experience. Passionate about leveraging data & analytical methodologies to drive business insights. Experienced in data mining, machine learning, big data analysis and data visualization by Python, SQL, PySpark and Tableau.

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE, PAUL MERAGE OF BUSINESS <i>Master Science in Business Analytics</i>	IRVINE, CA Aug. 2018 – Jun. 2019
UNIVERSITY OF CALIFORNIA, SANTA BARBARA <i>Bachelor of Arts in Economics & Accounting</i>	SANTA BARBARA, CA Jul. 2014 – Aug. 2016
OHLONE COLLEGE <i>Associate in Business Administration</i>	FREMONT, CA Aug. 2011 – Jun. 2014

EXPERIENCE

THE WALT DISNEY COMPANY <i>Data Analyst - Capstone Project</i>	BURBANK, CA Jan. 2019 – Jun. 2019
<ul style="list-style-type: none">Conducted data cleaning, feature engineering, natural language processing, machine learning, text analytics and sentiment analysis through python to cluster and predict customers' preferences.Translated statistical findings to business strategies and routinely present updated analytical reports and insights to Disney Data Science team.	
ANXIN WOOD PRODUCTS CORPORATION <i>Accountant Assistant</i>	ONTARIO, CA Sep. 2016 – Jul. 2017
<ul style="list-style-type: none">Collected, cleaned, and manipulated 7000+ pieces of financial information as data points.Developed business model to forecast products sales and identify business.Created, analyzed financial reports, and assisted in developing business planning presentation and preparing PowerPoint presentation for new customers.	

PROJECTS

Predictive Modeling for JPMorgan Stock Price	Mar. 2019
<ul style="list-style-type: none">Conducted Linear Regression, Random Forest Regression and Time Series to form the predictions, weighed predication based on research and analyzing.Created interactive dashboard by Tableau to visualize the findings including the stock price performance in different scenarios.	
Case Study for High Note	Dec. 2018
<ul style="list-style-type: none">Increased the efficiency of data analysis process by cleaning and processing the raw data in RStudio.Improved the accuracy of result by generating descriptive statistics for the key variables, visualizing the difference between different groups, and propensity score matching.Created the logistic regression with the relevant significant variables.Proved professional suggestion to improve its business strategy using business writing skills.	
Investment Plan for Alaska & JetBlue	Mar. 2016
<ul style="list-style-type: none">Dissected economic characteristics to evaluate companies' growth potential, and conducted strategic analysis to predict their future development.Decided the type of the investment by analyzing two companies' 10-K reports and financial statements and calculated and contrasted various.	

SKILLS

Technical Skills: Python, SQL, Tableau, PySpark, R, Advanced Excel, Alteryx, Weka, Fishbowl and QuickBooks.

Analytical Skills: Data Mining & Scraping, Predictive Modeling, Natural Language Processing, Regular Expression, Classification, Data Visualization, Hypothesis and Significance Testing.

Leadership Skills: Professional in Presentation, Communication, Collaboration, Business Writing, Multi-Tasking and Problem Solving.