Brian Wang

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EDUCATION

University of Illinois Urbana-Champaign   *Sep 2023 - May 2027*
*Bachelor of Science in **Statistics**, Minor in Computer Science*   *GPA: 3.75/4.0*

Relevant Course: Data Structures; Statistical Modeling; Data Management; Probability & Statistics; Linear Algebra; Discrete Structures; Applied Large Language Models

SKILLS

Language: Python, SQL, R, Java, TypeScript, C++
Tools: Tableau, Git, React, Next.js, Vercel
Analytics: A/B Testing, ML Analytics, Product Analytics, Model Evaluation

EXPERIENCES

Data Analyst Intern | Atlas, UIUC   Aug 2025- Dec 2025

- Cleaned and transformed school datasets by using Excel and SQL, producing analysis-ready tables for visualization and reducing manual data preparation time by 40%.
- Built interactive Tableau dashboards to visualize operational KPIs, which enabled management to optimize workforce allocation and support staff decisions.
- Prepared weekly slide decks and presented updates to supervisors and leadership, optimizing schedule adjustments and workflow improvements.

PROJECTS

SICE | A research data-driven Texas poker research website   2026

- Enter a poker situation and instantly receive optimal decision recommendations, helping both beginners and pros make better decisions.
- Explain the mathematical and game-theory principles behind each decision, helping players understand the science rather than just memorizing rules.
- Practice with real-world scenarios and receive instant feedback, enabling players to continually improve their decision-making skills in actual games.

ChurnGuard | Customer Lifecycle Analytics Platform for RFM & Churn   2025

- Built RFM segmentation to identify high-value, loyal customers, enabling targeted campaigns that may boost retention rates by 15%.
- Engineered a predictive risk scoring system to identify at-risk segments, enabling the marketing team to prioritize interventions based on churn probability.
- Simulated promotion scenarios to forecast incremental revenue, identifying the optimal discount depth that maximizes marketing ROI and spend efficiency.

Hotel Funnel Lab | A Data-driven hotel booking platform   2025

- Diagnosed critical user drop-offs within the booking flow, translating analytical findings into design recommendations to guide the ongoing UI/UX iteration.
- Enforced full price transparency throughout the user journey to reduce decision friction, ensuring users proceed to payment with higher clarity.
- Designed rigorous A/B testing protocols, including power analysis and significance checks, to scientifically validate feature lift and minimize launch risks.

Prey Simulator | Course Project   2024

- Simulates predator-prey dynamics via discrete stochastic phases.

NYC Flight Visualization | Course Project   2024

- Visualizes route traffic and delays using Canvas-accelerated maps.

ADDITIONAL

Language: Chinese, English, Shanghainese.
Honors: Dean's List (2023, 2024, 2025)