

# Yucong Gao

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## EDUCATION

**Columbia University - Mailman School of Public Health**, New York, NY

Expected May 2023

*Master of Science (MS) in Biostatistics*

**Relevant Courses:** Statistical Inference, Data Science, Principle of Epidemiology, Survival Analysis, Analysis of Longitudinal Data, Relational Database and SQL Programming, Topics in Statistical Learning and Data Mining

**Nankai University School of Finance**, Tianjin, China

June 2020

*Bachelor of Economics in Insurance* | **Award:** Scholarship of Innovation (3/73)

## PROFESSIONAL EXPERIENCE

**The Illuminera Group**, Shanghai

July 2020 – September 2020

*Project Assistant Intern - Three Innovation Department*

- Identified appealing selling points and communication angles through matrix analysis and text mining in 3 new product co-creation projects, created compelling data visualization including graphs, tables, charts, etc.
- Established/maintained customer targeting models on TMIC with which the data accuracy improved 15%, extracted consumer data by SQL and made 200+ cold calls to further collect and screen consumer data
- Conducted desk research to provide market/industry understanding regarding anti-aging skincare and eye makeup products
- Designed 4 questionnaires for Kiehl's and provided statistical analysis by Excel to identify winning concept for product launch, in which the product sold 20,000+ within two weeks

**Amazon**, Beijing

June 2019 – December 2019

*Data Analysis Intern - Device & Digital Voice of Customer Department*

- Completed benchmark research for 3 competitors independently to analyze 300,000+ customer feedback data of Amazon's and its competitor across different social and internal platforms, built text-mining model, completed 400+ pieces of queries with more than 90% accuracy
- Wrote 5 monthly reports of Kindle Content Product Experience to summarize customer experience related to Kindle usage in China and provided key insights for customer friction for business team to improve customer experience
- Created 2 web crawler by Python to collect customer review data outside of Amazon.cn as to write the daily PRL of Kindle Oasis and Kindle Paperwhite and reflected product strengths and opportunities in China
- Generated 2 SOPs for text-mining tools: Sprinklr and Heartbeat Textminer and provided training for the global VoC team

**China Aerospace Science & Industry Investment Fund Management Corp**, Chengdu

January 2019 – February 2019

*Project Assistant Intern*

- Partnered with the investigation team to research the main business, technology and the industry situation of ADA Space company, and accomplished investigation report
- Categorized 300+ annual financial documents and recorded tax receipt and checking daily reimbursement

**China Life Pension Company Limited**, Beijing

July 2017 – August 2017

*Summer Intern - Risk Management Department*

- Quantified VaR, mean return for different equity investment of enterprise annuity and pension product using Excel in the quarterly risk management report
- Attended a risk self-assessment seminar & recorded unique operational risks of 4 departments to present to management
- Studied financing patterns of enterprise annuity, investment management, investment tools and risk analysis and created a report about the overview, characteristics and similarities and differences between China and foreign countries

## EXTRACURRICULAR EXPERIENCE

**North China University Alliance Women Leadership Initiative**, China

September 2019 – May 2020

*Sponsor*

- Organized 5 forums around the self-identification and feminism, invited female elite to impart career experience, held "Women Week" to build networking for university female students

## SKILLS & QUALIFICATION

**Languages:** Bilingual in Mandarin and English

**Programming:** SQL (expert); Python (Advanced); SAS (Advanced); R (Advanced); C++ (Beginner)

**Machine Learning:** kNN, Regression Model, SVC, Decision Tree, Random Forest Model, Cross-Validation

**Statistics:** Hypothesis Testing, A/B Test