

Yiting Fu

IRVINE, CA 92617 | (626) 698-9893 | yitingfu2016@gmail.com | www.linkedin.com/in/yitingfu2016

Data-driven Business Analyst with 3+ years of relevant experience in Python, SQL, R, PySpark, Hadoop, Advanced Excel and Tableau. Passionate about leveraging data & developing models to drive business insights.

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE, PAUL MERAGE OF BUSINESS <i>Master of 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

EXPERIENCE

THE WALT DISNEY COMPANY <i>Practicum Data Analyst Python & Tableau</i>	BURBANK, CA Jan. 2019 – Jun. 2019
<ul style="list-style-type: none">• Provided 10+ pieces of insightful business findings & suggestions to improve users' experience and generate more sales for Walt Disney Parks & Resorts.• Cleaned and manipulated 3 millions of data points by various models using unsupervised & supervised learning, improved the accuracy of data selection, and conducted text analysis & sentiment analysis by Natural Language Processing & Word2Vec.• Visualized findings using Python (plotly, Matplotlib & Dash) and Tableau, and reported them to Disney's Data Science Team bi-weekly.	
ANXIN WOOD PRODUCTS CORPORATION <i>Accountant Assistant Advanced Excel</i>	ONTARIO, CA Sep. 2016 – Jul. 2017
<ul style="list-style-type: none">• Reduced 30% of the shipment preparation time by reorganizing the layout in warehouse based on the association among parts, models and colors after investigated 7000+ pieces of financial information.• Saved 10% of transportation cost by projecting the models sold for each month to restock the products from the manufacturers in China more efficiently.	

PROJECTS

Recipe Recommendation System Python	May. 2019
<ul style="list-style-type: none">• Constructed a content-based recommender system by predicting recipes' ratings for each users using K-Nearest Neighbors method, feature engineering and feature union to recommend the dishes based on their historical preferences.• Prepared further analysis by evaluating and identifying the most important ones from 27 different variables, as well as cleaning and manipulating over 50,000 of data points.• Achieved MAE of 0.29 by conducted machine learning, vectorized numerical & text data using DictVectorizer & TfidfVectorizer, and improved model accuracy using Grid Search to define the optimal combination of the parameters.	
BigQuery EPA Air Quality Analysis SQL & Spark	May. 2019
<ul style="list-style-type: none">• Accessed a 300+ GB EPA dataset to investigate the US historical air quality via BigQuery.• Visualized the changes of air elements throughout 37 years at the US county level and explored the seasonality by building 8 interactive dashboards using Tableau & Python.• Evaluated the air quality by AQI and Date fields for Orange County via Spark using ARIMA.	
JPMorgan Chase & Co. Stock Price Prediction Alteryx & Tableau	Mar. 2019
<ul style="list-style-type: none">• Predicted the stock price on 12/31/2019 for JPM using Linear Regression, Random Forest Regression and Time Series, and weighted each predication based on researching and analyzing.• Identified 5+ indicators (GDP, interest rate, unemployment rate, etc.) that have the most impact on its stock price, and collected the relevant data to enhance the prediction models.• Visualized each variables in 3+ different scenarios, using interactive dashboard created by Tableau.	

SKILLS

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

Leadership Skills: Presentation, Business Writing, Multi-Tasking and Problem Solving.