YUZI LIU

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Data-driven Business Analyst with 3+ years of solid background in Statistics, Economics, and Finance. Team player with a growth mindset, enthusiastic in leveraging data and translating data insights into actionable business knowledge.

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE, PAUL MERAGE OF BUSINESS　　　　　　　　*IRVINE, CA*
Master of Science in Business Analytics | (**overall GPA: 3.828**)　　　　　　　　　　　　*Jun. 2019*
- Relevant Coursework: Machine Learning Analytics, Applied Forecast Modeling, Customer & Social Analytics, Marketing Analytics, Supply Chain Analytics, Machine Learning for Text, Big Data Management System

UNIVERSITY OF CALIFORNIA, IRVINE　　　　　　　　　　　　　　　　　　　　　　*IRVINE, CA*
Bachelor of Arts in Economics | (**overall GPA: 3.761 | major GPA: 3.981**)　　　　　　　*Mar. 2018*
- Relevant coursework: Econometrics, Economics, Accounting, Derivatives Market, Corporate Finance

EXPERIENCE

WISEHEIGHT EDUCATION　　　　　　　　　　　　　　　　　　　　　　　　　　*IRVINE, CA*
Market Research Analyst　　　　　　　　　　　　　　　　　　　　　　　　　　*July. – Oct. 2019*
- Created an innovative Digital Marketing Campaign which increase the sales by 20%
- Managed student database, querying data to analyze and forecast market trends
- Developed & maintained customer relationship, managed company's social media account, responsible for writing soft sell articles

THE WALT DISNEY COMPANY　　　　　　　　　　　　　　　　　　　　　　　*BURBANK, CA*
Practicum Data Analyst　　　　　　　　　　　　　　　　　　　　　　　　　　*Jan. – Jun. 2019*
- Provided 10+ pieces of insightful business findings & suggestions to improve User Experience (UX) and generate more sales for Walt Disney Parks& Resorts
- Conducted data cleaning, natural language processing (NLP), text analysis, and sentiment analysis on 3 million data points through python to find potential improvements for each phase of Customer Buying Cycle
- Routinely present updated analytical reports and visualizations to Disney Data Science team

WISEHEIGHT RESEARCH AND CONSULTING　　　　　　　　　　　　　　　　*IRVINE, CA*
Research Associate　　　　　　　　　　　　　　　　　　　　　　　　　　　*Jun. – Sep. 2017*
- Collected Data on crude oil inventory, supply, and demand from OPEC monthly report and EIA weekly report
- Conducted time series regression analysis using R, presented the results to senior researchers to further analyze for trading purpose

HUATENG EDUCATIONAL TECHNOLOGY LTD.　　　　　　　　　　　　*GUANGZHOU, CHINA*
Data Analyst (Intern)　　　　　　　　　　　　　　　　　　　　　　　　　　*Jun. – Aug. 2016*
- Aggregated, organized, and visualized data collected through dashboards utilizing web analytics service
- Supported the mobile app team in feature designing, serve over 21 million customers among China
- Collaborated with the engineering team to define KPIs and to find suitable analytics strategy for products, resulting in 31.78% increase in 2017 annual company profit ($11 million)

PROJECTS

Recipe Recommender System | (Python)　　　　　　　　　　　　　　　　　　　*Jun. 2019*
- Constructed a content-based recommendation system to recommend dishes based on user's preference
- Conducted data cleaning, feature extraction, vectorization and dimension reduction for 52,821 recipes from 27 categories using text analysis algorithm (PCA, Tfidf Vectorizer)
- Predicted recipes' ratings for each user based on their historical ratings using machine learning algorithms (KNN, Cosine/Euclidean distance).

Predictive Modeling for Microsoft's Stock Price | (Alteryx and Tableau)　　　　　　*Mar. 2019*
- Predicted the 2019 year-end Microsoft stock price based on contextual factors using Alteryx
- Conducted Feature engineering to determine 10+ variables, created cycle replication, developed an ensemble forecast model based on 7 different time series models (Random Forest, Stepwise Regression, etc.)
- Built What-if interactive dashboard on Tableau to evaluate different scenarios

Premium User Conversion | (R and Tableau)　　　　　　　　　　　　　　　　　*Dec. 2018*
- Determined a "free-to-fee" strategy for a music streaming app to convert free accounts into premium subscribers
- Used PSM (Propensity Score Matching) model to estimate potential treatment effect, conducted Logistic Regression analysis to find the odds of a fee-user conversion for all the predictor variables
- Categorized and visualized customer data by demographic, social network, and user engagement

SKILLS

- **Technical Skills:** Python, SQL, R, Alteryx, Tableau, Advanced Excel, EViews, Arena simulation
- **Analytical Skills:** Predictive Modeling (Linear/Logistic/Poisson Regression, Random Forest, Neural network algorithm), Machine Learning, Quantitative Analysis, Ensemble Learning, Optimization Analysis
- **Accomplishment:** CFA, level I passed; Google Analytics Individual Qualification (IQ)
- **Languages:** Mandarin (native), English (proficient), Japanese (proficient)