YUZI LIU

IRVINE, CA 92618 | (949) 981-9753 | *doemu030@gmail.com* | www.linkedin.com/in/yuzi-liu/

Data-driven Business Analyst with 3+ years of solid background in Statistics, Economics, and Finance. Enthusiastic about leveraging data to generate value. Team player with a growth mindset, skilled in Predictive modeling, Machine learning, Quantitative analysis, and visualization, with an emphasis on 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

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
- Worked with the mobile application development team, serving over 21 million customers among 6 Provinces in China
- Collaborated with the design and 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:** Alteryx, Tableau, SQL, R, Python, 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
- **Certification:** Google Analytics Individual Qualification (IQ), Google Ads Certification (Search & Display)
- **Languages:** Mandarin (native), English (proficient), Japanese (proficient)