

Yang (Agnes) Liu

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EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Master of Science in Business Analytics (MSBA) – STEM credentialed program

Atlanta, GA

May 2018

- GMAT 740 (97th percentile)
- MS Business Analytics 2018 Social Chair

UNIVERSITY OF TEXAS AT AUSTIN

B.A., Economics

Austin, TX

May 2017

- Minor: Mathematics (Math-Economics track)
- Honors: Dean's List (2014)

DATA SCIENCE COMPETENCIES

Analytics Tools: R, Python, SQL, Tableau, Jupyter, RapidMiner, Stata, Hadoop

Techniques: Regression analysis, predictive modeling, sentiment analysis, visualization, classification, clustering, decision tree learning, social network analysis

EXPERIENCE

FOUNDER SECURITIES CO., LTD.

Changsha, China

Financial service firm specializing in securities brokerage, investment banking and consulting

2015

Business Analyst Intern

- Developed and tested open forms to standardize customer input from various data sources using Excel and proprietary software
- Created a sorting rule from the estimation sample using regression to find cut-off point for maximum profits, reducing advertising costs by \$45K
- Built customer segmentation by analyzing each customer's financial background and purchase history; communicated actionable recommendations to the marketing department for an increase in revenue of \$150K

ALPHA SIGMA RHO SORORITY

Austin, TX

President

2015 – 2016

- Led a chapter of 53 members, developed recruiting strategies to exceed membership target by 40%
- Achieved academic excellence by implementing a new standard, resulting in receiving the highest GPA within the Texas Asian Pan-Hellenic Council
- Collaboratively managed an executive board of six members, maintaining open lines of communication and a spirit of cooperation resulting in well-organized and time-efficient weekly and monthly meetings
- Cooperated with alumnae advisors, national board and campus administrators to compile with risk management policies and procedures, serving as the liaison between the university, the sorority and the community

ACC301 GLOBAL BUSINESS LEADERSHIP INSTITUTE

Fall 2014

Marketplace Live™, an online marketing and business simulation

Team leader

- Established marketing strategy and team objectives for optimal performance
- Responded quickly to changes in the market by organizing work sessions and pre-planning scheduled meetings
- Monitored overall team performance and worked with the team to lead the industry and take 1st place in the simulation

ADDITIONAL INFORMATION

- Languages: Chinese (fluent)
- Volunteer activities: National Ovarian Cancer Coalition (NOCC) since 2013; Austin Pets Alive (APA); Lion's Club International since 2015; Technology Association of Georgia since 2017; Women Who Code Atlanta 2017 Hackathon
- Interests: acoustic guitar, singing, strategy board games, animal care