YUANLUN (ALAN) XU

Los Angeles, CA | Wellesley, MA | (323) 640 0787
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SUMMARY

Data Analyst with proven expertise in business analytics, technology entrepreneurship, marketing and engineering. Skilled in analyzing large datasets, driving data-led strategies, and leading teams in data initiatives. Equipped with diverse technical toolkits and a solid understanding of business dynamics. Seeking to drive decision-making and fuel business innovation/transformation.

EDUCATION

Massachusetts Institute of Technology (MITx) | Wellesley, MA　　　　　　　　　　**Mar 2023 - Aug 2024**
MITx MicroMasters in Statistics and Data Science & Applied Data Science Certificate
- Relevant coursework: Foundations for Data Science, Data Analysis & Visualization, Machine Learning, Deep Learning, Recommendation Systems, Development with ChatGPT, Generative AI, Applications for Business

Babson College, School of Business | Wellesley, MA　　　　　　　　　　　　　**Aug 2020 - May 2024**
Bachelor of Science Candidate
Business Analytics & Technology Entrepreneurship
- GPA : 3.59/4.00, Concentration GPA : 3.80/4.00, Dean's List
- Relevant coursework : Business Intelligence and Data Analytics, Programming with R for Business Analytics, Technology and Business Innovation, QM for Business Analytics, AI in Business, Mgmt and Entrepreneurship, Enterprise 2.0 Digital

Franklin W. Olin College of Engineering | Wellesley, MA　　　　　　　　　　　**Jan 2021 - May 2024**
Engineering Certificate Candidate
- Relevant coursework : Software Design, Computational Neuroscience (Brandeis Graduate), Just Energy (Wind Energy)

PROFESSIONAL EXPERIENCE

Marketing & Digital Intern | INMYSHOW DIGITAL | Beijing, China　　　　　　　　**Aug 2021 - Apr 2022**
- Engineered a database with influencer data from 1,200+ agencies across China, using MS Excel, Python, and Power BI for lead generation analytics.
- Co-authored a sponsorship proposal for China's largest influencer mega event, maintaining relationships with 12 sponsor partners that struck 1.2 million in deals.

Digital Marketing & Branding Intern | EATA WESTERN RESTAURANT | Beijing, China　　**Apr 2022 - Jul 2022**
- Streamlined marketing campaigns by analyzing data and optimizing social media strategies, consolidating online presence and brand.
- Innovated a pastry ordering solution for mobile users during COVID, facilitating customer accessibility and increasing loyalty.

LEADERSHIP EXPERIENCE

Data Analysis Project Lead | Wellesley, MA　　　　　　　　　　　　　　　　**Jan 2023 - May 2023**
- Led data collection and processing initiative, creating an extensive dataset for data analysis and machine learning applications.
- Applied statistical techniques and machine learning models to predict song popularity with high accuracy (RMSE value of 15-17).
- Identified key variables influencing song popularity and provided data-driven insights for music producers, contributing to potential music marketing strategies and personalized playlist recommendation algorithms.

UNIQLO Technology Consulting IT Lead | Wellesley, MA　　　　　　　　　　　**Sep 2022 - Dec 2022**
- Led a team of 5 in identifying issues at UNIQLO NA and initiating digital transformative strategies.
- Co-created "UniQloset" marketing campaign to improve engagement with user-generated content and posting regimes.

SKILLS

- **Languages:** Python (Anaconda Distr.), R/Shiny, SQL, no-SQL (json), Matlab, HTML/CSS, Mongosh, Java, Swift, Shell, DAX
- **Technical Toolkit:** Git, Web Scraping, Business intelligence, Excel & Computational Modeling, PowerBI, UciNet, Postman, GitHub Pages, MongoDB, Tableau, Snowflake, AWS SageMaker, Digital Marketing, Neo4j, Zapier, Slack integrations, LLM Prompt Engineering, NumPy, Pandas, Scikit
- **Achievements:** Bausch and Lomb Honorary Science Award, Computing Medal and Scholarship Program (~80k USD). Magna Cum Laude, National AP Scholar, Honor Student (1st in class) Recipient, National Honors Society