Eva (Yunqi) He

574-250-0989 • yhe24@nd.edu • www.linkedin.com/in/yunqi-he • https://eeeeevahe.github.io

EDUCATION

University of Notre Dame, Master of Science in Business Analytics (STEM Designated) — Notre Dame, IN
GPA:3.7/4, Merit-based Scholarship — May 2020
Courses: Statistics with R, Machine Learning, Python for Data Analytics, Data Visualization, Predictive Analysis, Data Management

Southwest Jiaotong University, Bachelor of Science in Economics — Chengdu, CN
GPA:3.66/4.0 — Jun. 2019

PROFESSIONAL EXPERIENCE

NIBCO Inc. — South Bend, IN
Analytics Student Consultant — Jan. 2020 - Present
- Analyze sales data to determine true customer growth by comparing performance before and after customer merges and acquisitions.
- Perform an ABC analysis to help customer segmentation and develop a promotion strategy targeting to the 2nd tier customers.
- Research on the profitability of currently running sponsoring activities for affiliate customers.

Nielsen — Beijing, CN
Data Analyst Intern, Innovation Center — Jan. 2019 - Mar. 2019
- Collected TV ratings and unduplicated reaches of television programming and visualized the data at major channels and streaming platforms during prime time for 80+ clients to derive and adjust advertisement strategy.
- Evaluated key influence data (communication, public opinion, search engine history) of 140+ Chinese celebrities utilizing SQL to determine celebrities' rankings and endorsement power for 2 consumer goods companies to make marketing decisions.
- Scrapped OTT industry data from various data sources and facilitated the 2019 Chinese Household Screen Industry Annual Report.

IBM — Beijing, CN
Consulting Trainee, Global Business Service — Aug. 2018 - Sept. 2018
- Gathered and organized client's needs to help the team make adjustments after the launch of the Bank of China (BOC) B2C e-commerce platform in 200,000+ new register users and $ 7.1 million of profit to the BOC.
- Used income, gender, job and other relevant features to analyze and predict purchasers of precious metal; visualized the results to BOC via product delivery slides.
- Reduced the processing time by 10% through innovative pdf scrapping from prior user manuals; converted 50+ essential codes and messages matching the potential needs for clients to XML format for Bank of East Asia.

KPMG LLP — Beijing, CN
Audit Intern, Financial Services Industry — Jul. 2017 - Aug. 2017
- Assisted the audit team with drafting the Interim Report for a financial institution client with VBA and pivot table; Constituted due diligence and made 90+ confirmation requests to facilitate the audit team.
- Managed 8000+ loan transactions of the bank and contributed to the model and solution that help clients on risk management.

PROJECT EXPERIENCE

Course Projects — Notre Dame, IN
Oct. 2019 - Present

Text Analysis of Earning Calls
- Wrangling with the messy data with regular expression and performed the natural language processing in sentiment analysis on 300000+ tokens to get the sentiment scores for each token and call
- Combined the 10 trading days of stock market closing price around the call dates and the sentiment scores to find if the call can make a prediction on the stock price.

City Rating System Analysis
- Researched the driven force of the city rating website called nomad list score and generated machine learning algorithms, a logistic regression model with an accuracy of 85% and interactive Shiny visualized dashboard to predict if the city is recommended.

Risk assessment for loan
- Analyzed the borrower's demographic data (age, income, zip code, etc.), mortgage, securities, and historical default cases with the help of SAS enterprise Miner.

Google Playstore Predictive Model
- Using features like installation numbers, payment status, price, and reviews number to predict the ratings of applications in Google Playstore by quantitative modeling, TukeyHSD test and correlation analysis with R.

How VC Impact the Innovations of Enterprises in Chengdu — Chengdu, CN
Team Leader — Mar. 2017 - Apr. 2018
- Gathered the financial and innovation figures with Python scraper from the annual report and delivered a visualized report.
- Built a regression model using variables such as R&D expense, intellectual property numbers revenue and profit of small business to analyze the relationship between venture capital and innovation in the small companies.

TECHNICAL SKILLS

R, SQL, Python, Tableau, Microsoft Office, VBA, SAS EM, SPSS, HTML, CSS, EViews, Adobe Analytics, Google Analytics