Eva (Yunqi) He

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EDUCATION

University of Notre Dame, Master of Science in Business Analytics (STEM Designated)   Notre Dame, IN
Courses: Statistics with R, Machine Learning, Python for Data Analytics, Data Visualization, Predictive Analytics   May 2020

Southwest Jiaotong University   Chengdu, CN
Bachelor of Science in Economics (GPA:3.66/4.0)   June 2019

PROFESSIONAL EXPERIENCE

Nielsen   Beijing, CN
Data Analyst Intern, Innovation Center   Jan. 2019 – Mar. 2019
- Collected rating points 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 an in-house software likes to determine rankings, endorsement power for 2 consumer goods companies in China to make marketing decisions.
- Web scrapped OTT industry data from government institutions 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.
- Using income, gender, job and other relevant features to analysis and predict purchasers of precious metal; visualized the results to BOC via product delivery slides.
- Reduced the processing time by 10% through 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.
- Managed more than 8000 loan transactions of the bank and contributed to the model and solution that help clients on risk management.
- Constituted due diligence and made 90+ confirmation requests to facilitate the audit team.

PROJECT EXPERIENCE

Traditional Media Company Analysis   Notre Dame, IN
- Generated visualized dashboards of daily revenues, customer analysis and forecast, salesperson analysis and product portfolio with Tableau for a media company seeking for digital shift and potentially improved 5% of the revenue after the transformation.

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

Adobe Analytics Challenge
- Explored the key behavior of different user cohorts of the MLB online and streaming services, understood how they were underserved and made suggestions about how to bring in-stadium excitement to online users with Adobe Analytics.

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 from the annual report and delivered a visualized report.
- Built a 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.
- Coordinated with the instructor and team member on work assignments to research more efficiently.

TECHNICAL SKILLS

SQL, Python, R, Tableau, Microsoft Office, SAS EM, SPSS, HTML, EViews, Adobe Analytics, Adobe Photoshop, Adobe Premiere