

# ELOISE YU

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## EDUCATION

### University of Southern California, Marshall School of Business

*Master of Science in Business Analytics (STEM)*

*Key Courses: Fraud Analytics, Time Series Analysis, Applied Modern Statistical Learning, SQL Database, NLP & Text Analytics*

### University of British Columbia

*Bachelor of Management with Honors*

## PROFESSIONAL EXPERIENCE

### E-Commerce Operations Intern

Jan 2025 - Present

*AMP Beauty, Los Angeles, CA*

- Streamlined data workflows for new Marketplace launch at Macy's, automating tracking and reporting across 7 brands
- Analyzed product categories and built dashboards to guide decision-making for sales and marketing strategies
- Monitored 30+ brands' product listings on Shopify and Target to identify opportunities, optimizing PDP to drive sales
- Coordinated across teams and 10+ brands to develop sales support material and launch promotional programs

### Business Analyst Intern, Digital Marketing

Jun 2024 - Aug 2024

*LG Household & Healthcare, Los Angeles, CA*

- Conducted monthly performance report for 4 brands using Excel, optimizing paid media strategies and budget allocation
- Implemented SEO optimizations by analyzing keywords trends using Excel, increasing social media impressions by 45%
- Designed Power BI dashboards to monitor KPIs across 2 channels, enhancing monitoring efficiency by 80%
- Developed MS Access database schema to automate reporting processes, increasing accessibility for cross-functional teams
- Collaborated with cross-functional teams to execute KCON promotional campaign, boosting followers by 67%

### Sustainability Development Consultant

Sep 2022 - Dec 2022

*University of British Columbia, Canada*

- Delivered 4 strategic recommendations for NGOs to strengthen **corporate social responsibility** and regulatory compliance
- Conducted in-depth research on market trends, laws, and industry benchmarks to enhance **CSR initiatives**
- Managed project timeline, communication pipelines and process documentation to ensure seamless execution

## ANALYTICAL PROJECTS

### Sales Churn & Retention Analysis for E-Commerce with ML & [Streamlit](#)

Sep 2024 - Dec 2024

- Gathered and preprocessed customer transaction data to develop a **CatBoost** machine learning model to predict at-risk customers with 82% precision, applying feature engineering and statistical optimization to improve model performance
- Designed interactive Streamlit web app to visualize churn probability, enabling stakeholders to explore insights on customer behavior and retention strategy

### Credit Card Fraud Detection Analysis with Python

October 2024

- Analyzed 97,000+ credit card transactions and engineered 2000+ features to develop a ML model, achieving an estimated cost savings of \$49M with 5% recommended financial cutoff rate
- Selected 23 variables capturing transaction frequency, amount ratios, and geographic patterns to refine fraud classification
- Preprocessed and imputed 5,000+ missing values to enhance data quality and improve model accuracy

### USC Marshall Global Case Competition (Supply Chain) - 1<sup>st</sup> Place

November 2023

- Synthesized quantitative and qualitative data utilizing ESRI GIS and Excel to develop and present recommendations for optimal logistics warehouse location, delivering insights to 4 business executives and 100+ analytics professionals
- Assessed environmental risks and analyzed costs to determine project feasibility, optimizing budget allocation by 15%

### Sustainability Social Impact Research on IKEA

April 2023

- Analyzed sustainability strategies to quantify corporate sustainability impact by applying Triple Bottom Line, Sustainable Business Models, and Life Cycle Assessment
- Examined circular economy initiatives to evaluate resource efficiency via assessing supply chain practices, waste reduction efforts, and renewable energy investments
- Developed insights on sustainability challenges to propose best practices for corporate sustainability by identifying IKEA's approach to ethical sourcing, climate action, and UN SDG alignment

## SKILLS

- Python (Pandas, Numpy, Scikit-learn), SQL (PostgreSQL), R, Tableau, Power BI, Google Looker Studio, MS Excel