# ELOISE YU

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## EDUCATION

**University of Southern California, Marshall School of Business**
*Master of Science in Business Analytics (STEM)*
- Involvement: Business Analytics Student Association (BASA)
- Key Courses: Fraud Analytics, Time Series Analysis, Applied Statistical Learning, SQL Database, NLP & Text Analytics

**University of British Columbia**
*Bachelor of Business Management*

## PROFESSIONAL EXPERIENCE

**AXS** **Los Angeles, CA**
*Incoming Data Science Intern* Mar 2025
- Develop and optimize music event recommender systems and fraud detection machine learning models
- Engineer data models using statistical analysis and mathematical optimization to address high-impact business challenges
- Collaborate with cross-functional teams to design and deploy production-ready solutions, driving efficiencies by identifying patterns, predicting outcomes, and providing actionable insights

**AMP Beauty** **Los Angeles, CA**
*E-Commerce Operations* Sep 2024 - Present
- Streamlined data management workflows for new Marketplace launches at Macy's and SHEIN across 7 brands
- Conducted competitive market analysis using SQL and Power BI to optimize product positioning and pricing strategies
- Monitored 50+ product listings across 3 e-commerce platforms, identifying performance trends and improvement opportunities with 15 B2B clients

**LG Household & Healthcare** **Los Angeles, CA**
*Business Analyst* Jun 2024 - Aug 2024
- Conducted monthly performance report for 4 brands using Excel, optimizing paid media strategies and budget allocation
- Designed Power BI dashboards to monitor KPIs across 2 channels, enhancing monitoring efficiency by 80%
- Implemented SEO optimizations by analyzing keywords trends using Excel, increasing social media impressions by 45%
- Designed 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%

**University of British Columbia** **Canada**
*Teaching Assistant - Information System & Corporate Finance* Jan 2022 - Apr 2023
- Facilitated 2 weekly labs with over 50+ students and clarified financial analyses and relational database models using MS Access, leading to a 15% increase in overall course performance

**University of British Columbia** **Canada**
*Sustainability Development Consultant* Sep 2022 - Dec 2022
- 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 (Streamlit)** **Sep 2024 - Dec 2024**
- Developed machine learning models to predict churn probability, achieving 82% F1-score
- Built interactive dashboards to visualize churn drivers and customer retention trends, supporting retention strategy planning

**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, achieving model AUC-ROC at 0.77

## AWARDS

**USC Marshall Global Case Competition (Logistics) - 1st 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%

## TECHNICAL SKILLS

- **Language**: Mandarin Chinese, Korean, English
- **Business Systems:** CRM (Salesforce), MS Access, Amazon Vendor Central, Dash Hudson
- **Data Engineering & Big Data Processing:** ETL Pipelines, Databricks, Cloud Data Management (Snowflake, Azure, AWS)
- **Statistical Analysis:** Regression, Classification, Time Series, A/B Testing
- **Programming & Data Analytics:** Python (Pandas, NumPy, Scikit-learn), SQL (PostgreSQL), Excel (Pivot Tables, VLOOKUP), R, SA
- **Machine Learning:** Decision Trees, Random Forest, K-Means, Gradient Boosting (CatBoost, XGBoost)
- **Business Intelligence, Visualization & Reporting:** Tableau, Power BI, Google Looker Studio, Streamlit