ELOISE YU

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EDUCATION

University of Southern California, Marshall School of Business   **Los Angeles, CA**
Master of Science in Business Analytics   May 2025

University of British Columbia   **Vancouver, Canada**
Bachelor of Business Management with Honors

PROFESSIONAL EXPERIENCE

AXS   **Los Angeles, CA**
Data Science Intern   Mar 2025 - Present
- Develop and measure event recommendation system using Snowflake and Looker for model optimization
- Develop and maintain data pipelines in dbt and LookML for Looker Dashboard to measure impact and provide insights
- Collaborate with Product, Engineering, and BI teams on new product launches, building the framework for data collection, analysis, reporting and quality assurance
- Maintain technical documentation for data models and analysis processes, ensuring clarity and reproducibility

AMP Beauty   **Los Angeles, CA**
E-Commerce Operations Analyst, Part-Time   Sep 2024 - Mar 2025
- Automated data workflows via an Excel-based models for 15+ brands and 3 marketplaces, cutting manual labor work by 80 hours/month and becoming go-to resource for CEO
- Identified performance trends and improvement opportunities via reporting dashboards for 20 B2B clients and 50+ product listings, boosting product views by 10% across 3 ecommerce channels

LG Household & Healthcare   **Los Angeles, CA**
Business Analyst Intern, Digital Marketing   Jun 2024 - Aug 2024
- Built Power BI dashboards to monitor KPIs across 2 marketing channels to identify trend and guide paid media strategy
- Evaluated monthly performance across 4 brands using Excel and PowerPoint Slides, pinpointing underperforming campaigns and reallocating $25K in budget to top performing channels/brands, boosting ROI by 15%
- Engineered an MS Access solution that made data pulling 3x faster
- Led organic traffic tracking and engagement metrics analysis via Google Analytics, raising social media impressions by 45%

University of British Columbia   **Vancouver, Canada**
Teaching Assistant - Information System & Corporate Finance   Jan 2022 - Apr 2023
- Tutored 50+ students via 2 weekly labs on clarifying financial analyses and relational database models, resulting in 95% positive feedback and 25% increase in overall course performance

ANALYTICAL PROJECTS

Sales Churn & Retention Analysis for E-Commerce (Streamlit)   Sep 2024 - Dec 2024
- Developed machine learning models to predict churn probability, achieving an 82% F1-score
- Built interactive dashboards to visualize churn drivers and customer retention trends, supporting strategic planning
- Forecasted sales and retention using time-series modeling, providing actionable insights for revenue planning

Credit Card Fraud Detection with Python   Oct 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

USC Marshall Global Case Competition (Logistics) - 1st Place   Nov 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

TECHNICAL SKILLS
- **Data Visualization & Databases:** Looker, Tableau, Power BI, Snowflake, Databricks, dbt
- **Data Analytics & Programming:** Python (Pandas, Scikit-learn, Matplotlib, Seaborn), SQL (BigQuery), R, SAS, Excel (Pivot Tables, VLOOKUP, VBA, Forecasting)
- **Web Analytics & Digital Marketing**: Adobe Analytics, Google Analytics, Amazon Vendor Central
- **Project Management**: Atlassian - Jira/Confluence, Asana, Agile, Kanban, Scrum