ELOISE YU

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EDUCATION

University of Southern California, Marshall School of Business — May 2025
Master of Science in Business Analytics (STEM)
- Key Courses: Fraud Analytics, Time Series Analysis, Applied Statistical Learning, SQL Database, NLP & Text Analytics

University of British Columbia
Bachelor of Business Management with Honours

PROFESSIONAL EXPERIENCE

AXS — **Los Angeles, CA**
Data Science Intern — Mar 2025 - Present

AMP Beauty — **Los Angeles, CA**
E-Commerce Operations — Sep 2024 - Mar 2025
- Leveraged SQL and Power BI to deliver actionable insights on competitor pricing, influencing a 10% increase in product listing views across three e-commerce platforms within the first quarter
- Revamped data onboarding process and standardized data workflow for new marketplace launches at Macy's and SHEIN across 7 brands, ensuring data integrity and becoming the go-to resources for CEO and 3 integration partners
- 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
- Evaluated monthly performance across 4 brands using Excel, pinpointing underperforming campaigns and reallocating $25,000 in budget to top performing channels, boosting overall marketing ROI by 15%
- Introduced and designed Power BI dashboards to monitor KPIs across 2 channels, streamlining monitoring efficiency
- Engineered a streamlined MS Access database solution, reducing report generation time by 60%, enabling team to focus on critical interpretation and strategic recommendations to stakeholders
- Implemented SEO optimizations by analyzing keywords trends using Excel, increasing social media impressions by 45%

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, resulting in a 15% 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 82% F1-score
- Visualized 20 churn drivers using interactive dashboards, integrating customer demographics, purchase history, and payment methods, empowering stakeholders to pinpoint top 5 drivers of churn and inform targeted retention campaigns

Credit Card Fraud Detection Analysis 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

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