Hannah Yu

+1 (437) 351 1310 | hannahyuh07@gmail.com | https://github.com/hannahyu07 | https://www.linkedin.com/in/peng-yu-7b2311250/

EDUCATION

University of Toronto, *BS in Statistics and Economics* | Toronto, Canada   GPA: 3.88 / 4.0   May 2025
University College London (UCL), *Exchange in Economics* | London, UK   Dec 2023

Dean's List Scholar & Elizabeth (Eastlake) Vosburgh Scholarship Recipient
Courses: Calculus I/II | Methods of Data Analysis | Data Analysis and Applied Econometrics | Money Banking & Financial Markets | Big Data Tool for Economists | Intro to Computer Science | Linear Algebra | Probability Stats & Data Analysis

EXPERIENCE

NetEase, Inc., *Data Operations (Live-Streaming Section) Intern* | Beijing, China   Aug 2023 - Sep 2023
- Conducted market research, regularly submitted reports on competing products, and made live-streaming product selections and replacements based on research data to enhance live broadcast room conversion rates.
- Summarized live-streaming data for review, calculated GPM, GMV, ROI, and other relevant metrics, and continually optimized and iterated on data indicators based on analysis results.
- Developed live broadcast operation strategies by leveraging user pain points, IP attributes, and product content.

Easy Transfer, *Marketing Intern* | Beijing, China   Jun 2023 - July 2023
- Developed and employed tailored marketing campaigns for individuals with different needs and backgrounds to improve user conversion rates and order volumes.
- Responsible for implementing marketing plans for the collaboration with CIBC Bank's student GIC program.
- Conducted marketing research and strategic analysis for targeting Canadian universities.

SKILLS

Data Analysis   Python, R, SQL, Stata, Excel, Microsoft Office, Statistical Analysis, Data Visualization, Business Analysis
Marketing   Content Creation, Market Research, Campaign Planning, Team Leadership, Social Media Management
Language   English (Proficient), Chinese (Proficient), Latin (Basic)

PROJECTS

Student Demographic Impact on SAT Scores across New York City - *University of Toronto*   Jan 2024 - May 2024
- Analyzed data on NYC student demographics and SAT scores using **Python libraries (Pandas, Matplotlib, Seaborn)**.
- Discovered correlations between school size, racial demographics, and academic performance.
- Presented findings in a comprehensive research paper, highlighting disparities in SAT scores across boroughs and advocating for **equitable education access**.

Political Polarization, Public Trust, and Healthcare Disparities: Unraveling COVID-19's Impact and Future Preparedness – *University of Toronto*   Jan 2024 - Feb 2024
- Conducted comprehensive research paper examining the impact of political polarization and social vulnerabilities on COVID-19 outcomes in the United States.
- Utilized R for data analysis and visualization, leveraging datasets to explore correlations between political polarization, adherence to health guidelines, and COVID-19 death rates, particularly in **Republican-leaning states**.
- Explored the **impact of social vulnerabilities** like healthcare access, housing conditions, and ethnic demographics on COVID-19 outcomes. Emphasized the need for customized public health strategies and further research to tackle underlying health disparities and improve pandemic readiness.

Unveiling Toronto's Homicide Patterns (2004-2020) - *University of Toronto*   Jan 2024 - Feb 2024
- Conducted a comprehensive analysis of homicide cases in Toronto from 2004-2020, utilizing **R** programming language for data cleaning and analysis and presenting findings through descriptive statistics, tables, and visualizations.
- Found shooting to be the predominant form of homicide, with no noticeable temporal patterns in occurrences.
- Identified correlations between homicide occurrences and temporal variables such as day of the week and season, providing insights for policymakers and law enforcement agencies regarding targeted interventions.

ACE Career Fair – *UT Chinese*   Oct 2022 - May 2023
- **Co-chaired** the 7th ACE Career Fair, featuring notable companies such as HSBC, CGI with a total of 200+ attendees.
- Successfully managed a team of 11 individuals, conducting weekly meetings, setting specific weekly objectives, and overseeing the entire event planning process.
- Proactively engaged with HR professionals from major companies through LinkedIn and email to negotiate their participation in the career fair, and conducted productive networking sessions with company representatives.
- Proficiently managed the official ACE account, cultivating a follower base of up to **13,000 individuals**.

Open House Freshman Event (Marketing Manager) – *UT Chinese*   May 2022 - Sep 2022
- Monitored department's progress by overseeing and outlining marketing campaigns and weekly posts and programs.
- Edited and typeseted posts for official accounts, reaching a broad readership of over 10,000 and driving the active engagement of up to **500** new students participating in our events.