

Huiyin (Cloris) He

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EDUCATION

University of California, Irvine – Paul Merage School of Business, Irvine, CA
Master of Science in Business Analytics

08/2020 - 09/2021

Case Western Reserve University, Cleveland, OH

08/2015 - 01/2019

Bachelor of Science in Accounting

Dean's High Honors List

Summer study abroad at Hong Kong University in 2017

EXPERIENCE

PricewaterhouseCoopers Zhong Tian LLP, Shenzhen, China

10/2019 - 03/2020

Assurance Associate

Responsible for recurring audit work for the firm's clients to evaluate their performance and to ensure they have a proper and accurate financial report

- Reached out to and communicated with different departments in the company to get understanding of their business and identify potential risks
- Performed and monitored physical inventory counts to ensure the company had a healthy inventory cycle and did not have overstocked items
- Analyzed and recalculated payroll to ensure the company managed their payroll account accurately and didn't have unauthorized reimbursement or unpaid taxes
- Conducted risk analysis on company's account payable by making sure the rental fees were paid on time as the contracts stated

Apple Inc., Irvine, CA

06 - 09/2019

Data Analytics PTA

Responsible for conducting analysis on given data and report any findings to the leadership team

- Collected millions of transaction and download data from Apple App store and performed data cleaning using R to better organize the dataset for further model building purpose
- Conducted K-Means Clustering to segment more than 60,000 users into different groups with various patterns and explored similarities within same segments to gain more understanding about each group
- Performed analysis on user behaviors and generated actionable insight for the company to identify opportunities and presented insight outcomes to supervisor so that the company could create different marketing strategies based on different segments
- Created strategies tailored to different user segments to drive revenue increases and used data visualization technique to present results so that it could be easier to understand and more straightforward

Electronic Arts Inc., Irvine, CA

02 - 05/2019

Marketing Data Analytics PTA

Responsible for making prediction of user behaviors on newly released products

- Conducted data cleaning on around 700,000 rows of player data in Python to better understand the dataset and remove dataset errors to ease future model building
- Built conversion propensity models using Logistic Regression and Random Forest algorithms to predict players' interest on the upcoming game and compared results from these two models to find the better one to use
- Designed an A/B test to validate the model performance and define target audience
- Performed deep dive analysis on player behaviors and came up with marketing recommendation to increase conversion rate to the upcoming titles

PricewaterhouseCoopers Zhong Tian LLP, Shenzhen, China

07 - 08/2018

Assurance Intern

Responsible for perform audit work for the firm's client as part of the audit team

- Evaluated current year performance by testing the company's control to make sure the company had a proper internal control and thus, reduce the risk of fraud
- Communicated within groups about potential red flags and delivered the project results to the leader

Cheung & Chu, CPA, Irvine, CA

05 - 07/2018

Accounting Intern

Responsible for preparing tax return for clients

- Utilized the tax software ProSeries to record and prepare tax returns and relative documents for both individuals and companies
- Provided financial recommendation to customers by broadening their knowledge on tax and financial insights so that they had more ideas for managing their assets

PROJECTS

Profitability Project with The Whole Kid LLC, Case Western Reserve University, Cleveland, OH

09 - 12/2019

Project team member

- Analyzed the company's financial reports from the past three years and predicted the next year's performance based on time series model
- Surveyed current customers to find out their preferences and opinions on improving the company's current services
- Presented recommendations on new services to the leadership and used data visualization to show the predicted increasing profit after applying the recommendations

SKILLS

Strength: Analytical, research and detail-oriented abilities

Computer: Python, R, SQL, Tableau, Aura, Microsoft office, SAP, IDEA, ProSeries, Quickbooks

Language: Fluent in Cantonese and Mandarin