

# Heidi Yu

(703) 980-7286 • [heidiyu@ucla.edu](mailto:heidiyu@ucla.edu) • [Linkedin](#)

## EDUCATION

### University of California, Los Angeles

Bachelor of Science, Statistics and Data Science

Los Angeles, CA

Expected June 2026

- **Academics:** GPA: 3.79/4.0 | Dean's Honors List
- **Coursework:** Statistical Consulting, Data Analysis & Regression, Statistical Models & Data Mining, Computation & Optimization, Linear Algebra, Multivariable Calculus, Linear Models, Mathematical Statistics, Statistical Programming, Monte Carlo Methods

## WORK EXPERIENCE

### Accenture

Washington, DC

Consulting Summer Analyst, Data & AI

Jun – Aug 2025

- Built distributed-lag models in R to quantify the delayed impact of economic variables on website engagement and lead conversions
- Performed marketing return on investment analysis in R/Excel across 50+ spend variables to identify high-performing media channels
- Developed a multivariate XGBoost model to forecast retail sales from media impressions ( $R^2 = 0.89$ ), supporting revenue forecasting
- Synthesized QoQ & YoY quantitative results into executive slide decks for quarterly business review and presented recommendations to client stakeholders, aligning on KPIs and a 90-day measurement plan for campaign evaluation
- Developed an automated Microsoft Azure function app using Python to scrape and capture daily client website screenshots, compute image similarity metrics, and log results to Azure Blob Storage and SQL databases, enabling day-to-day site change detection

### Break Through Tech

Los Angeles, CA

AI Fellow

May 2024 – Apr 2025

- Preprocessed neuroimaging data and developed a multi-outcome machine learning model using fMRI and socio-demographic data to predict ADHD diagnosis in men vs. women with 80% accuracy, aiding early intervention for underdiagnosed populations
- Developed a telecom customer-churn model (92% precision) to prioritize at-risk segments and inform targeted retention campaigns

### Accenture

Los Angeles, CA

Machine Learning Engineer Intern

Aug 2024 – Dec 2024

- Engineered a tech news insights engine that automated trend analysis for consultants to quickly extract client requested information
- Developed a user query recommendation system using transformers and retrieval augmented generation to inform strategy decisions
- Performed sentiment analysis, trend forecasting, and topic modeling on 80,000+ articles, identifying emerging trends for tech startups

## LEADERSHIP & ACTIVITIES

### Bruin Studio Strategies

Los Angeles, CA

Associate Consultant

Jan 2025 – Present

- Collaborated with a team of 5 to ideate strategic recommendations and present data insights to client stakeholders within the entertainment industry, proposing solutions to increase movie ticket sales, revenue, and engagement among Gen-Z audiences
- Conducted market research, collected 100+ rows survey data, and analyzed customer behavior metrics using Excel, Tableau, and R to uncover growth opportunities and actionable insights for improved client decision-making within the film industry
- Participated in internal workshops and case competitions to sharpen structured problem-solving and business communication skills

### ACM W

Los Angeles, CA

Product Manager, Software Engineer

Jan 2025 – June 2025

- Developed a full-stack marketplace website for UCLA students using React and Node.js, facilitating secure user transactions
- Managed a team of 5 developers and designers, overseeing the product development lifecycle from ideation to deployment
- Conducted user research via surveys and interviews with 100+ students, identifying key pain points in existing market platforms

### National Student Data Corps

Los Angeles, CA

Project Lead, Data Analyst

Jan 2024 – Dec 2024

- Managed a team of 6 to develop a predictive model using computer vision techniques to identify poisonous vs nonpoisonous snakes
- Web scraped 10,000+ images online using BeautifulSoup and Selenium, automating data collection and reducing manual effort
- Developed a convolutional neural network model using TensorFlow/Keras, achieving 83% classification accuracy on image dataset

### Bruin Sports Analytics

Los Angeles, CA

Data Analyst, Data Journalist

Sep 2023 – Jan 2024

- Analyzed tennis serve statistics (e.g., first-serve percentage, aces) to identify performance trends and key predictors of match success
- Wrote data-driven articles, translating statistical findings into engaging narratives for publication on the Bruin Sports Analytics blog
- Visualized variable relationships using regression models, residual plots, and boxplots in R to support evaluation of model fit

## SKILLS & INTERESTS

- **Skills:** Microsoft Office (Excel, Powerpoint, Word), Python, R, Microsoft SQL Server, Microsoft Azure, Tableau, Adobe Analytics
- **Libraries:** Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn, Plotly, Selenium, OpenCV, TensorFlow, Keras, XGBoost, Statsmodel
- **Interests:** Residential Real Estate, Stock Investing, Tennis/Pickleball, Computer Vision, Classical Music, Spotify Audiobooks