Johnny Yu

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Education

University of California Santa Barbara Santa Barbara, CA

Bachelor of Science in Statistics and Data Science *September 2018 – June 2022*

Awards: Dean's Honors L&S, Awarded $5000 to participate in UCSB's NSF-funded Central Coast Data Science Fellowship for the 2021-2022 academic year

Skills

Programming Languages: Python, SQL, R, SAS, HTML, CSS, Excel

Visualizations/Libraries/Analysis: Tableau, Power BI

Work Experience

Live Proxies Remote

Business Analyst *March 2020 – Present*

- Led market research and analysis efforts resulting in a 30% increase in company revenue and $1.5M in additional revenue for the fiscal year 2022.
- Implemented innovative restructuring and optimization strategies, resulting in a 15% reduction in operating costs YoY and a 20% increase in operating margins for the company.
- Built and maintained relationships with senior-level executives at major distributors and stakeholders, resulting in new business opportunities and a 10% increase in operating margins for the data center sector.
- Utilized advanced data analysis tools such as SQL, PowerBI, and Excel to produce detailed, data-driven reports, resulting in a 25% increase in sales and a 15% increase in customer retention.
- Developed and executed a comprehensive business plan, resulting in a successful targeting and capture of the desired market, leading to an increase in company revenue.

ENVENT Labs Santa Barbara, CA

Data Analyst *September 2021 – June 2022*

- Conducted thorough analysis on over 2500 data sets to uncover crucial demographic predictors of climate opinions, utilizing statistical techniques and machine learning models to deliver actionable insights.
- Implemented highly efficient processes that doubled the speed of SQL queries used for data extraction, and created sophisticated supervised and unsupervised ML models to predict an individual's climate score with an accuracy of 85%.
- Leveraged Excel, SQL, Python, and R for data entry, processing, cleaning, visualization, and analysis, resulting in data-driven reports and actionable insights, leading to a 10% increase in operational efficiency.
- Presented analysis results to stakeholders, effectively communicating complex findings and supporting data-driven decision making through exceptional presentation skills, resulting in a 20% increase in funding for the projects.

Projects

Forecasting Short-Term Future COVID-19 Cases *September 2021 - December 2021*

- Developed and implemented time-series forecasting models to predict daily COVID cases, utilizing estimated percentage of COVID-related outpatient doctor visits as features.
- Compared and evaluated the performance of Decision Tree Regressor and SVR models, identifying limitations and proposing potential solutions for improving forecasting accuracy.
- Communicated findings and insights to stakeholders, providing recommendations for utilizing the models in decision-making processes.

2016 Presidential Election Prediction Model *January 2021 - June 2021*

- Built and evaluated multiple predictive models, including Random Forest and Logistic Regression, to predict county-level election results.
- Communicated results and limitations to a team of analysts, contributing to ongoing research on election forecasting.
- Collaborated with team members to improve model performance, resulting in an increase in accuracy by 0.8%.
- Conducted extensive exploratory data analysis to identify key demographic variables that impact election outcomes.