HONGYUN YANG

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EDUCATION

City University of Hong Kong   Hong Kong
Master of Science, Business Information Systems   09/2025 – Present
- GPA: 3.8/4.3
- Coursework: Analytical Programming with Python, Systems Analysis & Design, Data Visualization, Management Support and Business Intelligence Systems, Business Data Analysis

Guangdong University of Foreign Studies   Guangzhou, China
Bachelor of Management, International Business   09/2019 – 07/ 2023
- GPA: 3.76/4.00
- Coursework: Enterprise Resource Planning, Economics, Corporate Finance, Accounting, Marketing

PROFESSIONAL EXPERIENCES

New Oriental Education & Technology Group   09/2023 – 07/2025
IELTS Teacher
- Led a 6-member team to develop new teaching materials, successfully applied across 100+ courses
- Hosted 30+ parent meetings, transforming student performance and attendance data into visual dashboards to enhance feedback efficiency
- Integrated data analysis into teaching practice by tracking learning curves and optimizing instructional strategies based on data insights

Sinosafe General Insurance Co., Ltd.   05/2023 – 08/2023
E-commerce Business Intern
- Collected and processed market and competitor data across 31 provinces, consolidating 5,000+ records in Excel; automated data transformation using Power Query and built daily/weekly/monthly Tableau dashboards
- Independently researched the pet insurance market, delivering analysis on market size, competitor landscape, and business feasibility

HongKong Liangyi Watches Co. Ltd.   01/2022 – 09/2022
Foreign Trader
- Conducted market research and demand analysis for 50+ products and 10+ competitor brands with interactive dashboards in Tableau, producing actionable insights to guide business strategy
- Automated order and sales tracking processes using Excel Power Query, improving data accuracy and operational efficiency
- Created 200+ visual product samples in Photoshop to support marketing and sales initiatives
- Followed up and reported production progress; Served as a translator at the Hong Kong Watch Fair, facilitating international business communication and securing 3 new orders

EXTRACURRICULAR ACTIVITY

School of English for International Business, Guangdong University of Foreign Studies   2019 – 2021
The Youth League Committee Office Leader
- Led a team of 30 members, organizing and planning large-scale campus activities and wrote 10+ event plans
- Conducted and delivered training workshops for freshmen on Office, and Photoshop applications
- Managed the department's WeChat account, publishing recruitment articles and videos, and designing promotional materials including posters and a logo
- Secured sponsorships worth 10,000+ RMB for two consecutive years for the New Year Gala and School Sports

PROJECTS & COMPETITIONS

Business Data Analytics | High-Risk Hotel Cancellation Prediction   09/2025 – 12/2025
Leader
- Performed data cleaning, feature engineering, and feature selection using Python, producing a comprehensive analytical report

- Built and compared logistic regression, regression, and decision tree models to identify key drivers of high-risk cancellations
- Achieved 72% model accuracy; project awarded Grade A+

Business Data Analytics | Impact of Game Promotion Strategies on User Ratings　　09/2025 – 12/2025
Major Participant
- Conducted data processing, clustering analysis, and multi-model development using SAS
- Analyzed the impact of different promotional mechanisms on user ratings and delivered actionable data insights
- Project awarded Grade A

College Students Extracurricular Academic Science and Technology Works Competition　　05/2021 – 03/2022
Major Participant
- Designed questionnaires and conducted expert interviews to gather essential data, developing final report
- Won the Third Prize among the university

SELECTED AWARDS AND HONORS
- Second-Class Scholarship (Top 10%), GDUFS, 2020/21
- Third-Class Scholarship (Top 20%), GDUFS, 2019/20 & 2021/22
- Excellent Student Leader, GDUFS, 2020/21
- Merit Student Awards, GDUFS, 2019–2022

ADDITIONAL INFORMATION
Computer Skills: MS Office, Photoshop, Stata, Tableau, SAS, Excel (Pivot, Power Query), Python
Languages Skills: Mandarin; Cantonese; English (IELTS OVERALL: 7.0; TEM-8 certificate); Japanese (Minor)