

XIAOMENG "LAURA" YU

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2023

Master of Science in Business Analytics (STEM)

- Honors: Dean's Honor List, GPA: 3.84

University of Illinois at Urbana-Champaign – Champaign, IL

December 2019

Bachelor of Science in Actuarial Science, Minor in Business

- Honors: Summa Cum Laude, GPA: 4.00, passed SOA (P/1) and SOA (FM/2)

INTERNSHIP EXPERIENCE

LA Clippers LLC – Los Angeles, CA

October 2022 – Present

Business Insights Intern

- Analyze demographic differences of attendees across different games, opponents, sections, etc., and manage dashboards for demographic trends and ticket sales in Power BI
- Conduct sentiment analysis on tweets mentioning ClipperVision, and propose improvement suggestions based on negative user experience

Fashom.com ("Affordable Styled Clothing Delivered to Your Doorstep") – Miami, FL

May 2022 – October 2022

Data Analyst Intern

- Improved the recommender system for internal use by incorporating NLP
 - Classified customer reviews into positive and negative topics, reached 92% accuracy, with BERT and PyTorch
 - Architected a ML pipeline, utilizing 2 NLP models, scoring 10k+ items based on how the item had been reviewed by customers
 - Decreased 15% return rate by removing items with low scores in the final stage of recommender system
- Upgraded internal customer information database by rectifying shirt sizes based on their purchase history using Matrix Factorization and classifying customers into different body shapes using K-means clustering
- Enhanced recommender system by optimizing the model based on ranking loss, reached 6% recall for top 10 items
- Optimized Fashom's operations by maintaining databases, monitoring weekly KPIs, and analyzing other core data

Keck Medicine of USC – Los Angeles, CA

Business Analyst Intern [Github.com/laurayu0916/Patient-Intake-Workflow](https://github.com/laurayu0916/Patient-Intake-Workflow)

January 2022 – May 2022

- Standardized patient intake workflow by building a SQL database for 250 patient cases
- Visualized waiting days for each intake step in Dashboard, and proposed recommendations to reduce waiting time and improve inquiry-to-patient rate
- Increased work efficiency for schedulers by crawling U.S. visa waiting days from travel.state.gov using Selenium

Tencent – Shenzhen, China

Entertainment Market Analyst Intern

September 2020 – January 2021

- Scraped monthly KPIs of 2,000 mobile games from App Annie and picked out 30 mobile games to monitor every month, analyzing which marketing strategies contributed to the increase in KPI
- Analyzed advertising strategies for mobile games based on monthly Share of Voice Rankings
- Presented on *State of Survival* and *Free Fire* to marketing team and game R&D team, including advertising costs, content marketing, operational objectives, and target audience

PROJECTS

Tensor And Matrix Operations (with) PyTorch [Github.com/laurayu0916/TeAMOTorch](https://github.com/laurayu0916/TeAMOTorch)

- Collaborated with Andrew to build a PyTorch-based, Python library, providing a highly customizable framework meant to facilitate matrix factorization workflows primarily used in recommender systems
- Implemented 3 types of ranking losses, achieved up to 6% recall@10, 15% recall@30, 21% recall@50, on a 20% test dataset of the MovieLens 100k dataset

LA Crime Data Analysis and Modeling [Github.com/laurayu0916/LA-Crime-Analysis](https://github.com/laurayu0916/LA-Crime-Analysis)

- Researched LA crime data, indicating when and how the number of crimes would change in this city
- Visualized crime events w.r.t. category and time via Spark SQL and gave insights on how to distribute the police

SKILLS & INTERESTS

- Programming Tools: Python (NumPy, Pandas, Scikit-Learn, TensorFlow), SQL, Scala, PySpark, MongoDB
- Statistical Analysis: Probability Distributions, Hypothesis Testing (A/B Testing), Time Series Analysis
- Certificates: AWS Certified Cloud Practitioner, Tableau Desktop Specialist