Leo (Miao) You

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TECHNICAL SKILLS

Regression (Linear, Logistic, Multiple Linear, Random Forest), Classification (K-NN, Support Vector Machine, Random Forest, Naive Bayes), Clustering (K- Means, Hierarchical), T-Testing & ANOVA, Monte Carlo Simulation, Root Case Analysis, Exploratory Data Analysis, Data Visualization, Hypothesis Testing, Marketing Research (Qualtrics, Survey Monkey)

SOFTWARE SKILLS

Python (Numpy, Pandas, Sci-Kit Learn, Geopandas, Matplotlib, Seaborn, NLTK, Tensorflow), R Studio (dplyr, tidyr, ggplot2, leaflet, plotly, Shiny, Blogdown, Rmarkdown), SQL Server (SSRS, SSMS, Views, Store Procedures, Automated Job), Power BI (DAX and Visualization), Tableau, Jupyter Notebook, SAS, Advanced Excel (Power Query, Macros), MS Visual Studio, Google Analytics, Agile/Scrum Tools (Jira)

WORK EXPERIENCE

Center for Vein Restoration, Greenbelt, MD, US - Analyst

2016 | 2020

- Worked closely with IT, Operation, Sales and Finance departments and took a lead role in providing Data Reporting and Analysis
- Performed ETL process through SQL queries and automated jobs using SQL agent that reads/writes to/from relational database and securely transfer to/from the external vendor such as Signature Forum, Xamplifer etc. using IP switch
- Created SSRS reports, wrote MDX queries to generate OLAP cube reports and enable team to gain insights on various aspect of business such as patient cancellation and insurance billing collection
- Identified areas where operational efficiency can be improved through automated jobs using SQL Store Procedures and views
- Conducted root cause analysis on data discrepancies and technical issues on CRM platform and patient EHR system
- Analyzed marketing campaign and survey results using statistical analysis in R Studio and presented in Rmarkdown format
- Performed ad-hoc analysis using machine learning approaches such as regression and classification in R Studio and Python to identify four key predictors that drive patient appointment booking and boosted outbound call efficiency by 15%
- Identified two acquisition sites that brought in 500+ new patient first year and over 1.5 million in revenue using clustering and regression algorithms that predict potential patient volumes based on existing sites
- Designed interactive dashboard to track daily outbound recovery progress in Power BI using multi-dimensional model and DAX functions and improved outbound recovery rate by 20%

Envision Experience, Vienna, VA, US - Marketing Analyst

2015 | 2016

- Worked with product marketing team in creation and maintenance of reports and dashboards including marketing campaign results, web analytics, business revenue reports and teacher nominations
- Updated Student and Mentor Program Mailing Dashboard by tracking campaign KPIs from multiple sources
- Prepared and shared results and actionable insights to executives and key stakeholders in weekly meetings
- Oversee dataflow through various of websites, including web acquisition and usage in Google Analytics
- Assisted digital market team to monitor Digital spend and other key metrics on Social Media using Facebook Business Manager
- Performed A/B test to evaluate effectiveness of campaign websites and drove 18% more enrollments and landing page traffics

EDUCATION

University of Maryland, College Park, MD

2015

Master of Science in Marketing Analytics   GPA: 3.5

- Built clustering models and logistic regression models in SPSS and R to define different customer profiles and contributed six practical suggestions to Under Armour and improved customer conversion rate by 20%

Harrisburg University of Science and Technology, Harrisburg, PA

2018

Master of Science in Analytics   GPA: 3.75

- Trained a Marketing Diffusion Model (Bass Model) using R and forecasted Microsoft HoloLens Sales Volumes in five years

Shanghai Normal University, Shanghai, China

2010

Bachelor of Engineering   Major in Machinery Design & Manufacturing and Automation

Bachelor of Art   Minor in English