Leo (Miao) You

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD	**2015**
Master of Science in Marketing Analytics GPA: 3.5	

Shanghai Normal University, Shanghai, China	**2014**
Bachelor of Engineering Major in Machinery Design & Manufacturing and Automation	
Bachelor of Art Minor in English	

WORKING EXPERIENCE

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

- Worked closely with IT, Operation, Sales and Finance departments and took a lead role in providing Data Reporting and Analysis
- Approached pro-actively in the creation and delivery of reports and dashboards for problem solving and decision making
- 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 routine and ad-hoc analysis using machine learning approaches such as regression, classification and clustering in R Studio and Python to improve lead quality and outbound call efficiency
- Implemented advanced statistical and machine learning techniques to develop algorithms used for acquisition site selection
- Designed data visualization and interactive dashboard in Power BI using multi-dimensional model and DAX functions

2016 | 2020

Envision Experience, Vienna, VA, US - Marketing Analyst

- 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
- Performed and analyzed A/B test to evaluate effectiveness of campaigns and websites to drive more enrollments and traffics
- 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

2015

LEADERSHIP & PROJECT EXPERIENCE

Involved in a team of five in Under Armour Action Learning Project

- Cleaned data set by selecting significant variables Utilizing R data cleaning package such as dplyr, tidyr and reshape
- Build fit clustering models and logistic regression model in SPSS and R to define different customer profiles and segments
- Contributed six practical suggestions to UA with regard to the high conversion customer profile and marketing strategies

2015

Built logistic regression classifier to predict patient appointment booking based on demographic data

- Extracted data from data warehouse in SQL Server using SQL queries
- Imported that data into R using ODBC package and performed data cleaning and reshaping using dplyr and reshape2 package
- Performed inferential statistics, exploratory data analysis and data visualization in R using ggplot2 and DT
- Fitted logistic regression model using the training dataset and validated to model using test data
- Predicted the probability of patient appointment booking using patient demographic data with a 91% accuracy rate
- Identified key demographic predictors that drives appointment booking to improve patient reachability and conversion rate

2020

ADDITIONAL INFORMATION

Languages	Chinese, English, German
Technical Skills	R, Python, Jupyter Notebook, SQL Server, SAS, Microsoft Office, Visual Studio, Tableau, Power BI, Google Analytics