Yuanyan (Leonor) Jiang

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EDUCATION

University of Southern California **Los Angeles, CA**
M.S. in Business Analytics | **GPA:** 4.00/4.00 Expected: Dec. 2026

- **Selected Coursework:** Communication for Management, SQL Database for Business Analytics, Data Visualization
- Awarded merit-based scholarship for excellence in business analytics coursework and leadership potential

Carnegie Mellon University **Pittsburgh, PA**
B.S. in Business Administration, Minor in Game Design | **GPA:** 3.62/4.00 Graduated: Jun. 2025

- **Relevant Coursework:** Business Optimization, Machine Learning for Business Analytics, Data Mining, Data Management

CORE COMPETENCY

Marketing Analytics: SQL (NoSQL), Python (Pandas), Excel, A/B testing, Looker, Google Data Studio, Adobe Analytics
Visualization & BI: Tableau, Power BI, Qlik Sense, Python (Matplotlib, Seaborn), R (ggplot2), Excel (PivotCharts)
Machine Learning: Linear Regression, Logistic Regression, Random Forest, GBRT, Time Series Analysis, K-Means, KNN

PROFESSIONAL EXPERIENCE

City Construction Group **Hangzhou, China**
Business Analyst Intern May 2025 – Aug. 2025

- Applied Python to clean and model detailed store sales, evaluating pricing and labor, supporting a ¥180M M&A
- Built SQL benchmarking database processing 200K+ transaction records, highlighting 15 underperforming stores
- Designed Power BI dashboards integrating zoning foot traffic and lease data for customer segmentation analysis
- Conducted forensic financial analysis on PPP subsidiaries, uncovering a 12% revenue discrepancy in disclosures

Caitong Securities Asset Management **Shanghai, China**
Financial Analyst Intern Jun. 2024 – Aug. 2024

- Benchmarked competitor strategies by analyzing the momentum effect model, replicating findings using Python (Matplotlib), and validating the model with 200+ days of Shanghai Composite Index across 5 industry sectors
- Collected and processed stock price data (closing prices) from 1,000+ daily records, independently confirming the effectiveness of competitors' momentum factors with over 95% consistency across multiple market sectors and periods
- Contributed to a 43-page compliance report, synthesizing key insights into a 4-page section to support assessments

miHoYo Network Technology **Shanghai, China**
Data Analyst Intern Mar. 2024 – Jun. 2024

- Scraped data from 3K+ apps across 17K+ games, identifying entry opportunities and optimizing monetization strategies
- Built and refined predictive models (Random Forest, GBRT) to forecast marketing conversion rates across 20+ partner platforms, providing data-driven recommendations that improved ad spend allocation efficiency by 15%
- Segmented user cohorts by engagement and purchase behavior, conducting A/B tests evaluating branding strategies
- Developed a report on the global gaming industry, leveraging EDA on a dataset with 20 groups and 6 labels to highlight trends in game longevity, player retention, and revenue models, guiding future product marketing

PROJECT EXPERIENCE

Capstone Project: Visitor Mobility & Transportation Optimization Sep. 2024 – Dec. 2024

- Analyzed 415+ visitor surveys and GPS data to segment park visitors, informing a targeted shuttle adoption strategy
- Identified demand patterns, revealing 47% of groups are pairs, leading to a 15% projected increase in shuttle use
- Developed a strategic roadmap that optimized shuttle schedules, cutting private vehicle use by 10% across the region

Data Mining Project: Data-Driven Strategies to Reduce Drug Overdose Deaths Jan. 2024 – May 2024

- Analyzed 20 years of CDC overdose data to identify high-risk groups and confirmed vulnerable demographic
- Built predictive models to assess age, sex, and race impacts, revealing gender and racial disparities in overdose risks
- Proposed campaigns, safer drug formulations, and prescription monitoring to reduce overdose rates

Computational Linguistics Project: Language Modeling for Folklore Text Analysis Sep. 2021 – Dec. 2021

- Developed unigram and bigram models to analyze linguistic patterns in Grimm Brothers' and Andersen's texts
- Processed a corpus of 20K+ words, building vocabulary distributions and computing probabilities to model folklore-style text
- Compared authorial styles using statistical analysis and data visualization, providing insights into stylistic differences