Ying Xiao

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SKILLS

Data Analysis, Data Modeling, Visualization: MS SQL Server, Python, Tableau, SAS Enterprise Miner

Experience

Data Analyst - Independent/Online Project
Baton Rouge, LA   *June 2024 - Current*

Coal Reclaimed Machine Maintenance Assessment

- Analyzed maintenance needs for five coal reclaimed machines at a coal terminal by identifying those exceeding idle capacity, utilizing Tableau to generate clear, data-driven insights.
- Conducted extensive data preparation to ensure accuracy, optimizing datasets for effective visualization and actionable insights on machine performance and maintenance requirements.
- Compiled findings into a comprehensive report for executive stakeholders, delivering targeted recommendations to support proactive maintenance decisions and operational efficiency.

Data Analyst - Louisiana State University
Baton Rouge, LA   *May 2019 - May 2020*

Jewelry Product Optimization and Pricing Analysis

- Analyzed product attributes and pricing trends over five years, leveraging SQL and Python (Pandas) to uncover high-ROI products and optimize pricing strategies for multiple ring categories.
- Delivered actionable insights to enhance profitability, improve resource allocation, and drive strategic product development.

App Rating Enhancement Analysis

- Analyzed data from over 7,000 apps to identify key features linked to high user ratings, providing actionable insights that allowed app developers to enhance user satisfaction and improve app performance.
- Built and tested classification models in SAS Enterprise Miner, selecting the most accurate models for feature-targeted recommendations, and developed a Tableau dashboard that reduced data processing time by 25%.

Alumni Fundraising Strategy and Donation Forecasting

- Developed predictive data models to forecast donor numbers, identify high-value contributions, and calculate average giving per donor. These models supported strategic decision-making and enhanced the effectiveness of fundraising initiatives.
- Leveraged Tableau to map donor regions and analyze donation trends, uncovering key geographic patterns. Delivered actionable insights to improve targeted donor engagement and optimize data collection processes, driving more impactful fundraising efforts.

Academic Research Assistant - Louisiana State University
Baton Rouge, LA   *August 2017 - May 2020*

- Utilized Excel and SAS to reconcile bi-monthly revenue reports for over 900 students, ensuring data accuracy and financial accountability.
- Conducted benchmarking analyses on online course fees at peer institutions, providing actionable insights for competitive positioning and pricing strategies.
- Assisted in lecture preparation and academic research for the LSUCIA director, contributing to effective course delivery and content accuracy.
- Supported event planning, management, and student recruitment processes, improving operational efficiency and outreach efforts.

Account Assistant - Sansheng Real Estate Group
FuZhou, China   *May 2013 - March 2015*

- Managed accounting data for $20MM in annual revenue, including bill and invoice compilation, and prepared monthly, quarterly, and annual financial statements to support decision-making.
- Collaborated with the head office, sales teams, and clients to ensure financial accuracy and timely resolution of discrepancies.

Audit Assistant - Fujian Blue Sky Taxation Office Co., Ltd.,
FuZhou, China   *May 2012 - April 2013*

- Audited corporate sales revenue and taxes, identifying anomalies in financial statements and ensuring compliance with regulations.
- Consulted with 30 clients across industries on risk management strategies, while documenting audit working papers and drafting tax reports.

Education

Louisiana State University, Baton Rouge, LA

Master of Science in Analytics   *May 2020, GPA 4.10*

Master of Business Administration   *May 2019, GPA 3.80*

Minjiang University, Fuzhou, Fujian, China

Bachelor of Science in Finance   *June 2012, GPA 3.44*