

# YIWEI LU

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Authorized to work in the U.S. without sponsorship

## EDUCATION

**University of California, Irvine, The Paul Merage School of Business, Irvine, CA**

**June 2025**

Master of Science in Business Analytics

**Relevant Coursework:** Statistics for Data Science, Data and Programming for Analytics, Machine Learning for Analytics, Management Science for Analytics, Natural Language Processing, Customer and Social Analytics, Business Data Management, Big Data Management Systems, Deep Learning and Applications, Technical and Analysis Consulting.

**California State Polytechnic University, Pomona, CA**

**May 2021**

Bachelor of Science in Computer Information System

## SKILLS

**Programming & Analytics:** Python, SQL, R, PowerShell, Tableau, PowerBI, SPSS, Google Analytics,

**Cloud & Databases:** AWS, Azure, MySQL, PostgreSQL, MongoDB, Cassandra, Databricks.

**Microsoft Office Suite:** Excel, Word, PowerPoint, Access.

**Design Tools:** Adobe Photoshop, Vectric Aspire.

**Languages:** Fluent in English and Mandarin Chinese.

**Soft Skills:** Adaptability, stakeholder communication, time management, and independent problem-solving.

## EXPERIENCE

**METRIE, Chino, CA**

**June 2025 – Present**

**Business Systems Analyst**

- Automated dealer data validation by standardizing records, verifying websites, and applying fuzzy matching; performed data quality checks to ensure accurate and reliable datasets for the customer-facing locator.
- Streamlined legacy system processes by analyzing process errors and automating tax code cleanup and data entry workflows, reducing manual effort and improving data accuracy.
- Built SQL-based reports and automation scripts to enhance reporting efficiency and support business decision-making.
- Partnered with external software consultants to troubleshoot and support a legacy ERP environment with 500+ active users, contributing to system stability and readiness for future SAP migration.

**JOHNSON & JOHNSON INC, Irvine, CA**

**January 2025 – June 2025**

**Student Data Analyst**

- Built and evaluated advanced predictive models, including XGBoost and Random Survival Forests, to forecast customer churn risk, retention KPIs, and future sales performance.
- Conducted customer segmentation using K-Means clustering to identify distinct behavioral profiles and uncover high-value growth opportunities.
- Designed and deployed a full featured React + Tailwind dashboard, integrated with SQL and Python APIs, enabling stakeholders to explore trends, risk tiers, and product performance by fiscal year, quarter, and segment.
- Analyzed multi-year sales data to detect seasonality, purchasing patterns, and market shifts; delivered strategic marketing recommendations based on machine learning insights.
- Collaborated with faculty and business stakeholders to ensure model interpretability, rollout readiness, and alignment with business strategy; delivered outcomes via dashboard demos and executive-level reporting.

**CALHOME INC, Pomona, CA**

**October 2021 – July 2024**

**Business Analyst**

- Automated product listings across Amazon and Home Depot using Python and AWS S3, reducing manual work and accelerating launch speed.
- Analyzed multi-platform sales and inventory data (Amazon, Walmart, Home Depot, Shopify) to forecast demand, identify top SKUs, and guide procurement decisions.
- Built dashboards and reports (sales, inventory, lifecycle) to support strategy and drive cross-departmental decisions.
- Analyzed marketing performance, competitive trends, and customer feedback to provide data-driven insights that improved customer acquisition, guided product launches, and strengthened vendor partnerships.

## PROJECTS

**Uber Driver Conversion Prediction - UCI SOAR Datathon Competition**

- Collaborated with a team to build an ensemble model (XGBoost + KMeans, AUC: 0.97) and deploy a dashboard to identify key conversion drivers.
- Awarded over \$1,000 in prizes including a special sponsor award for best use of StrataScratch data.

**Financial Chatbot for Investors - Natural Language Processing**

- Built a finance-focused chatbot integrating real-time stock APIs, sentiment analysis, and RAKE-based keyword extraction to generate personalized insights from financial news and earnings reports.
- Published a technical overview on Medium to explain the design, logic, and application of the model to investor use cases.

**Airbnb Sentiment Analysis & Host Strategy - Customer & Social Analytics**

- Applied clustering, correlation analysis, and TF-IDF-based sentiment modeling to uncover pricing sensitivity, guest satisfaction drivers, and deploy a review classification app with feedback learning loop.