

## Liuyi Pan

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### EDUCATION BACKGROUND

<b>University of Toronto</b>	Toronto, Ontario, Canada
Honours Bachelor of Science: Specialist in Mathematics & Its Applications and Major in Statistics	09.2019- Present
<b>GPA: 3.82/4.0</b>	
<b>Honors&amp;Awards:</b>	
Dean's List Scholar in the Faculty of Arts & Science in 2020, 2021, 2022 session	06.2020; 06.2021; 06.2022
University College Special Admission Scholarships of \$1,500 (Top 10%)	10.2019
Distinction of Euclid Contest (Top 25%), University of Waterloo	04.2019

### INTERNSHIP EXPERIENCE

<b>Amazon</b>	Remote
Intern of E-commerce Marketing Department	06.2022-07.2022
<ul style="list-style-type: none"><li>Learned metrics such as CPM, CTR, CPC, CAC, and LTV to measure the marketing effectiveness of advertising.</li><li>Used R and Excel to execute quantitative marketing tasks, including utilizing R to mine Amazon's back-end e-commerce data (121189 pieces) and RFM customer segmentation model analysis and data visualization to give data support for marketing issue solving; Conducted market basket research on 320 product categories and provided relevant business strategies.</li><li>Determined the advertising impact of Facebook's social media and created customer-targeted advertisements.</li></ul>	
<b>Orient Securities Co., Ltd.</b>	Shanghai, China
Fixed Income (Execution) Assistant	05.2021-08.2021
<ul style="list-style-type: none"><li>Collected and analyzed market data using Wind to provide timely information support for the team.</li><li>Participated in the execution and issuance of SCP, MTN, PPN and more than 20 other bonds, including due diligence, prospectus making, work paper compilation, etc.</li><li>Attended the 7th Annual Conference of China Securitization Forum and the 5th Annual Conference of CNABS to further study the asset securitization market and accumulate securities experience.</li><li>Received positive feedback from manager due to demonstrating strong work ethics and attention to details.</li></ul>	

### RESEARCH EXPERIENCE

<b>Business Analytics with Python Learning Program, New York University</b>	06.2020-08.2020
<ul style="list-style-type: none"><li>Studied basic tools and concepts that gave a working foundation in modern computational tools and techniques, focusing on the Python programming languages and associated toolkits.</li><li>Completed the Used Cars Data Exploratory Analysis and Prediction in Belarus Project through Python. Conducted correlation analysis on the impact of various factors on used car prices, and constructed multiple nonlinear regression model and random forest regression model. Improved the R<sup>2</sup> of the model by 6% and provided practical advice to people and companies.</li></ul>	

### COURSE PROJECTS

<b>Insights for MINGAR's Marketing and Product Considerations</b>	03.2022-04.2022
<ul style="list-style-type: none"><li>Led the group to investigate the reasons for inaccurate sleep scores of MINGAR products for specific customer groups and compiled R codes.</li><li>Performed statistical reasoning and generalized linear mixed model and used Poisson distribution to explain the number of sleep flags.</li><li>Accessed the API to retrieve data, captured tables online and converted them into available data sets, and used and maintained the data privacy of the data sets.</li></ul>	
<b>Exploration of Factors that Affecting Airbnb Price Using Multiple Linear Regression</b>	11.2021-12.2021
<ul style="list-style-type: none"><li>Used R to independently complete the project and create the report. Applied the F, T, and Partial F Tests to compare AIC and BIC, adjusted R<sup>2</sup> for model selection.</li><li>Performed model violations and diagnostics on the linear regression model and 50:50 model validation.</li></ul>	

### SKILLS & LANGUAGES

**Languages:** Mandarin (Native), English (Conversational)

**Technical Skills:** Java (1 years), Python (2 years), Excel (2 years), R (3 years), Wind (1 year), SAS (1 year)

**Interests & Hobbies:** Photography (2 years), Lightroom (2 years), Guzheng (10 levels)