

DIANA LIU

1616 E 56th St, Apt 607, Chicago, IL | (315)-807-4929 | pikadandan0929@gmail.com

EDUCATION

University of Chicago - Chicago, IL

Expected Graduation: June 2024

Master in Digital Studies, concentration in Digital Text Processing

Syracuse University - Syracuse, NY

Sep 2019 - May 2023

Bachelor in Entertainment Industry Management, Minor in Data Analytics

SKILLS

- **Databases/Programming:** Advanced Excel, SQL, RStudio, Python, Microsoft Access
- **Visualizations:** Tableau, PowerBI, Google Analytics
- **Skillset Keywords:** Survey Optimization, Data Entry and Validation, Data Cleaning, Database Management, Data Analysis & Visualization, Machine Learning Models, Campaign/Project Management, Dashboard Report

WORK EXPERIENCE

Business Analyst Intern

Sep 2023 – Dec 2023

The Syndicate, Marketing Department - Weehawken, NJ

- Applied clustering models to an artist dataset sourced from software backstage, which included streaming performance, genre classifications, social media engagement, and fan demographics, identified artists with shared fan bases and musical affinities and facilitated precise marketing that increased the customer acquisition rate by 30%
- Utilized advanced data visualization tools for meticulous tracking and analysis of campaign performance, converting complex data insights into strategic marketing adjustments by increasing 20% in marketing ROI
- Fostered cross-departmental collaboration by translating intricate data analyses into comprehensible insights for marketing stakeholders, which bolstered targeting tactics and fostered an organizational ethos

Data Analyst Intern

Jun 2023 – Aug 2023

Cosmose Inc, Data Department – Shanghai, China

- Analyzed the impact factors of ad click-through rates with regression models, identified key drivers like ad content, customer demographics, and historical shopping behaviors, enhanced ad placement efficacy, and improved CTR by 5%
- Performed data analyses and data preprocessing to refine user base attributes, managing over 20 characteristics variables including demographic data and consumer purchasing patterns from order information. Utilized these data-driven insights to empower targeted ad delivery strategies, enhancing advertisement exposure and investment returns

Marketing Campaign Analyst Intern

Jun 2020 - Aug 2020

Bilibili, Public Affairs Department - Shanghai, China

- Analyzed user preference with user engagement and content performance data to shape the content strategy for a post-covid public event partnered with local government, gained 100,000+ offline attendees and 3.5M online view
- Involved in the development of a sentiment analysis model for user comments by contributing to data selection and feature engineering, helped assess the public perception of the platform's engagement efforts
- Executed a comprehensive survey on application usage preferences, analyzing 20,000+ surveys into a detailed 30-page research report on appeals, locations, time span, and budgeting, providing critical insights into event planning

PROJECTS & ACTIVITIES

Music Popularity Predication (Python)

Fall 2023

- Conducted data cleaning for missing values using Pandas, performed Exploratory Data Analysis and conducted interactive data plots using seaborn
- Employed correlation analysis to evaluate the association across features and the target variable, retained features demonstrating robust correlations with music popularity metrics
- Developed a music popularity prediction model using machine learning algorithms, including logistic regression, SVM, and XGBoost, achieved an accuracy of 95% with the XGBoost model

Database Management for Maven Movies (SQL)

Summer 2023

- Analyzed Maven Movies DVD rental shop's inventory and rental data using SQL, uncovered insights into customer preferences and how store inventory aligns with customer demands
- Examined 16 data tables, created an SQL schema to establish connections between the tables using identified foreign keys
- Composed SQL queries to extract business insights from data, using selection, filtering, sorting, and grouping operations