Yifu Liu

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EDUCATION

Northeastern University | Boston, MA   Sep 2019-May 2021
Master in Information System (STEM)
- Courses: Java, Machine Learning, Database, Digital Marketing, Business analysis, User experience, Accounting

The University of California, Riverside | Riverside, CA   Sep 2017-Dec 2017
Exchange Project
- Courses: Data Structure and Algorithm, Intro to Statistics II

Lanzhou University | China   Sep 2015-Jun 2019
Bachelor in Mathematics and Statistics
- Courses: Probability Theory, Mathematical Statistics, C++, Numerical analysis, Operational Research

SKILLS

Programming Platform: Python, SQL, Excel, Java, C++, Tableau, MongoDB, Azure, AWS, Git, Docker

Programming Framework: Sklearn, Keras, Pandas, Numpy, Matplotlib, Seaborn, Fastapi, Selenium

Statistical Tools: A/B Testing, Hypothesis Testing, Machine Learning, Regression, Time Series

Soft Skill: Good Communication, Leadership, Teamwork, Time Management, Fast Learner, Fast Action

WORK EXPERIENCE

7EDU Impact Academy | Cupertino, CA   Feb 2021-Aug 2021
Business Analyst Intern
- Built a client scoring model by logistic regression in python to prioritize further outreach, reaching 68% AUC score
- Generated a list of 8k+ lead data by scraping web data, and utilizing CRM tool Hubspot to effectively distribute initial outreach emails. Applied cohort analysis and A/B testing to select email templates that generates a higher response rate
- Monitored engagement & conversion metrics of 20+ websites and 30+ ads performance in real-time through Tableau, reducing weekly report time by 80%
- Researched 20+ institutions across multiple channels, including camp, travel agency, educational institutions, city hall etc., to conduct SWOT analysis reports and present potential partnership proposals to stimulate business development

Golden Axe Network Fintech Co., Ltd. | Shenzhen, China   Mar 2018-Sep 2018
Data Analyst Intern
- Built a recommendation system to recommend financial posts & private equity products within the wealth management app. Enhanced the user stickiness and increased click-through rate from 3% to 6%
- Analyzed on the time distribution of customer-call requests, visualized the trends by Matplotlib, and presented the customer behavior insights for the sales department manager to maximize human resource allocation
- Provided ad-hoc analysis in Hadoop by using HiveQL in the ERP system to resolve day-to-day inquiries from the sales, product, and development department
- Identified current and potential problems of table relationships by examining the data integrity and mapping in entity-relationship diagrams. Built SQL script template which saves a lot of time for massive query

Yifu Sanlian Dev Co., Ltd. | Remote   Sep 2017-Current
Operation Analyst, Founder
- Authorized to be the distributor of Yugioh Trading Card Game and operated 2 Alibaba online shops, reached 10k+ orders in 2019
- Conducted funnel analysis on the traffic & conversion rate and provide insight for marketing campaign, SEO, product assortment & recommendation, customer rating optimization to optimize ROI and enable growth
- Understood the popular product trend and competitor pricing to formulate pricing strategies

ACADEMIC PROJECTS

Movie Investment Guidance Website   Jul 2020-Aug 2020
- Utilized Python Fastapi framework to build a localhost website with a built-in search and filter function to provide visualization for random forest ROI predictions of 1000+ movies. Deployed 2.3 GB data on Microsoft Azure DSVM

Tencent Advertising Algorithm Competition   May 2020-Jul 2020
- Applied LightGBM and NLP with word2vec embedding on AWS cloud notebook with V100 GPU and 8-cores CPU to predict user's demographic, using advertisement interaction data, reaching 91% accuracy

Film Sales Database for Chinese New Year Festival Window   Jan 2020-Mar 2020
- Created an automated cloud-based web crawler to retrieve film data from film review sites
- Drew the Entity-Relationship Diagram and inserted scrapped data to initialize film information
- Visualized the sales performance of different movie genres and dates to assist companies to improve film targeting and scheduling during the Chinese New Year Festival window