

Miya (Mia) Huang

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EDUCATION

University of California, San Diego

San Diego, U.S.

Master of Science in Business Analytics

Nov. 2025 (expected)

- **Relevant courses:** Customer Analytics, Collecting and Analyzing Large Data, Business Analytics

Shanghai University of Finance and Economics

Shanghai, China

Bachelor of Science in Economic Statistics

Sep. 2020 - Jun. 2024

- **Relevant courses:** Machine Learning, Multivariate Statistical Analysis, Time Series Analysis, Computer Programming, Data Analysis & Visualization, Statistical Forecast & Decision

PROFESSIONAL EXPERIENCE

ByteDance

Shanghai, China

Strategy Operations Intern, Indonesia E-Commerce Team

Jul. 2023 - Feb. 2024

- In charge of data analysis for initiatives aimed at penetrating emerging markets by designing and implementing AB tests for promotional impact of selected low-cost products and developing forecast models for market performance which boosted the traffic of low-cost products by 43% and contributed to the instant GMV growth by 36%.
- Drafted 10+ weekly data reports with 600+ key metrics from 20 datasets across four industries using SQL and Python, to provide business insights by performing in-depth analysis of anomalies in performance metrics.
- Constructed data funnels to calculate the GMV conversion pathways from product listing to sales (conversion rate: 99.4%), to product views (52.3%), and to sales increase (2.7%) to further deep dive into sales performance.
- Created data reconciliation templates for comparative analysis of business data from two major competitors and extracted key insights applying 13 adjustment factors, leading to strategic alignments and improving market share.

Hunan Hi-Tech Investment Group

Changsha, China

Intern, Investment Division

Jul. 2022 - Sep. 2022

- Conducted detailed market research on the movie lens and cable control chassis sectors by analyzing data from over 15 industry reports to provide comprehensive market insight of a 10-year trend analysis and a market overview.
- Analyzed and compared renowned top cinema lens brands, such as Zeiss, Sony, LAOWA, and Chiopt, examined product features, performance, pricing, and estimated North American market shares to be 1.3 billion USD.

PROJECT EXPERIENCE

2021 China Undergraduate Mathematical Contest in Modeling

Shanghai, China

Team Leader (with two teammates)

Sep. 2021

- Used MATLAB, Python, and SPSS to analyze shipper data over 10,000 records, established an alternative strategy through the identification of the optimal combination direction, and calculated the likelihood of specific scenarios.
- Developed an analytical model and improved predictive accuracy by 34.8%, calculating correlation coefficients between 10 various factors and outcomes and assigning weights to each based on their correlation.
- Implemented a simulated annealing algorithm to explore 3 potential solutions and refine the optimization model to achieve a 7.2% improvement in the model accuracy, summarizing the results in a 179-page dissertation.

2021 SUFE Mathematical Contest in Modeling

Shanghai, China

Team Leader (with two teammates), 3rd Prize, ranked No.24 in 113 teams

Apr. 2021

- Analyzed educational data from over 15 Shanghai high schools and colleges, assessing resource levels and student performance. Found a 3.7%-7.7% change in enrollment post-exam reform, highlighting shifts in educational preferences.
- Employed cluster centers and equity indicators to classify 5 types of students across regions. Utilized Euclidean distance to measure educational access disparities, noting a 26.1% increase in resource distribution equity.
- Conducted covariance and Mahalanobis distance analyses on scholastic achievements of 23 students using SPSS, C++, and MATLAB. Identified a 18.1% year-over-year increase in students advancing to higher education levels.

2022 Bain Cup Case Competition

Beijing, China

Team Leader (with three teammates)

May 2022

- Explored and synthesized insights from 20+ industry research reports, and designed a market survey questionnaire, focusing on beverage market trends and the preferences of younger consumers.
- Executed an in-depth analysis of Genki Forest's core consumer base, distribution channels, and value proposition, and proposed four strategic product recommendations for the brand.

SKILLS & INTERESTS

Skills: SQL, Python (NumPy, Pandas, Matplotlib), R, MATLAB, SAS, MS Office

Languages: Chinese (native), English (fluent)

Interests: Singing, Photography, Baking