YUQIAN (CECELIA) LIU

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego
- Relevant Courses: SQL and ETL, Data Collection and Business Analytics, Operation and Financial Analytics, Managerial Decision, AI-Assisted Customer Analytics, Scalable Analytics, Analyzing Unstructured Data

Bachelor of Arts in Data Science   05/2023
University of California, Berkeley
- Relevant Courses: Data Mining, Machine Learning, Business and Industrial Analysis, Financial Accounting

SPECIALIZED SKILLS
- **Programing & Data Languages:** Python, R, SQL, Java, MATLAB, ETL, Spark, Hadoop, Pyrsm
- **Tools & Platforms:** Microsoft Excel, PowerPoint, Tableau, Snowflake, STATA, QuickBooks, GitHub, AWS, Docker
- **Spoken Languages:** Chinese (Native), English (Professional), Korean (Advanced), Spanish (Basic)

WORK EXPERIENCE

Market Analyst & Assistant Manager, Asian Market. LLC, Omaha, NE   09/2023 - 07/2024
- Led daily data collection in Excel to analyze market preferences for 6 market branches and an average of 1k daily customers, implemented models in SQL and Python to automate weekly sales data analysis, reducing manual reporting time by 30% and allowing the team to focus on strategic initiatives.
- Managed customer feedback and used data to optimize pricing and promotions, improved Google ratings from 4.5 to 4.8

Financial Analyst Consultant (contract), ZSL.LLC, Omaha, NE   01/2024 - 07/2024
- Analyzed budgets, managed loan portfolios, and negotiated real estate contracts with Excel/QuickBooks
- Streamlined financial workflows to achieve a consistent 5% annual budget improvement
- Collaborated with stakeholders to ensure cost efficiency and optimize financial decisions

Data Analyst Intern, Shangshan Education Consulting Group Limited, Fujian, China   05/2021 - 08/2021
- Analyzed sales and consumer data for 100 student profiles, improving course-pairing success by 22%. Introduced customized discount packages, raising renewal rates by 8% through a pilot program targeting low-use customers.

ACADEMIC & RESEARCH PROJECTS

Data Analyst & Research Assistant, UC Berkeley CoRE Lab   06/2022-Current
- Cleaned 10 datasets using Python for the Writing Data Stories (WDS) project, visualized them, and developed them into online data science learning tools for 500+ students/teachers to access on CODAP platform
- Conducted interviews with teachers of the visually impaired (TVIs) and blind/low-vision students (BLVs), and co-authored a publication for the 2025 ISLS conference paper.

Data Processing and SQL ETL, Rady School of Management, UC San Diego   08/2024
- Ingested 41 CSV/XML files with Python & Snowflake, improving data accuracy and efficiency. Optimized SQL queries and storage to enhance financial reconciliation and high-frequency data handling.

Research Assistant, Balanced Board Math Project, UC Berkeley Embodied Design Research Lab   03/2022-05/2024
- Conducted lab experiments with 100+ K-12 students, coded lab videos, and used R/Python for statistical analysis.
- Co-authored a publication for AERA Conference 2023 demonstrating the impact of balance board math on learning
- Developed Python programs for tracking Electrodermal Activity (EDA) in sensory regulation studies

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Vice President, Berkeley Chinese Students and Scholars Association   09/2019 – 05/2023
- Led over 300 members and organized 20+ social activities with 100+ participants each
- Hosted a video game tournament with 7 California universities, streaming live to 2000+ people

Director of Community Relations, UC Berkeley ASUC Student Union   08/2020 – 06/2021
- Organized community bonding activities and resolved operational issues for 20+ on campus East Asian Clubs
- Helped secure $5000 in funding and established social media strategies for corporate culture projects