

Feng Yuan

+1 512-939-7286 | yuanf02@gmail.com | Austin, TX | <https://steve-yuan-8276.github.io>

PERSONAL SUMMARY

Motivated, teamwork-oriented, and responsible data analyst with significant experience in increasing comprehension of reports and presentations by the average professional. Highly motivated with professional certification in business analytics and statistics.

EDUCATION & CERTIFICATION

- B.S. in Chinese Literature, Lanzhou University, 2006.
- Tableau Certified Data Analyst, 2023
- Google Data Analytics Certificate, 2022.
- SQL for Data Science (Coursera & UCDAVIS), 2023.

CORE SKILLS

- **Data Analysis:** Excel (Pivot tables, VLOOKUP, Advanced formulas), SQL (MySQL, SQL server), Python (NumPy, Pandas, Matplotlib), R (Tidyverse).
- **Data visualization:** Tableau and Power BI.
- **Tools & Technologies:** Microsoft Office Suite, Google Sheets, Google Analytics, SAP
- **Language:** English and Mandarin.

DATA-RELATED WORK EXPERIENCE

Accenture Flex

Austin, TX

Trust & Safety

Jul 2022 - Sep 2023

- Using data analysis expertise consistently delivers valuable insights to Accenture clients with an accuracy rate exceeding 98%. Maintains a customer satisfaction ranking in the top 10%.

Urban Construction Design & Development Group Co. Limited

Beijing, China

Data Analyst

Oct 2013 - Mar 2022

- Using **Excel** with 10,000 rows analyzed to measure enterprise performance. Functions like pivot tables and VLOOKUP was used to consolidate and clean data, while conditional formatting highlighted key indicators and outliers.
- Utilized **SQL** and **Tableau Prep** to extract and manipulate data from various sources and platforms (e.g. SAP HANA), laying the foundation for a new product and contributing \$1M in new revenue.
- Built a **Tableau dashboard** to visualize core business KPIs (e.g. sales, profit margins), resulting in a time savings of 10 hours per week on manual reporting work.
- Visualized the growth trend of company products through **Tableau** and discussed the results with senior management to ensure data analysis quality, consistency, and accuracy. Contributed to the optimization of marketing strategies.
- Assist CEO in selecting suitable investment plans using integrated and analytical technologies such as **Tableau**, reviewing analysis methods, tools, and techniques to promote best practices.

Birds Nest Stadium

Beijing, China

Senior Media Operations Specialist

Aug 2012 - Oct 2013

- Utilized **A/B testing** to optimize online social media marketing strategies, resulting in a 30% increase in media exposure and an 18% boost in audience engagement.
- Created **Google Analytics** dashboards, monitored real-time website data, and tracked customer behavior and engagement.

DATA-RELATED PROJECT

Human Resources Performance Analysis (BJUCD)

Beijing, China

Data Analyst

Oct 2021 - Dec 2021

- Using **SQL** and **Tableau** to analyze data trends like headcount changes, turnover reasons, performance, diversity, and inclusion can be analyzed and visually represented.
- Comparing key indicators to determine the quality of campus recruitment talent and provide the best recruitment strategy recommendations to attract top talents for the talent acquisition team.
- Analyzing the impact of Employee Resource Groups (**ERG**) on underrepresented employees' sense of belonging and inclusivity. Recommending continuous investment in developing ERGs to improve satisfaction levels among 6,000 employees throughout their employment lifecycle.