

# Feng Yuan

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## 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.
- Google Data Analytics Certificate, 2022.
- SQL Advanced Certificate (Hacker Rank), 2023.
- Tableau 2023-24 Training for Data Analysts Certification, 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
- Language: English and Mandarin.

## WORK EXPERIENCE

Accenture Flex

Austin, TX

Trust & Safety

Jul 2022-Present

- Consistently achieves an accuracy rate exceeding 98% in evaluations through review, classification, and content refinement in alignment with client guidelines, using data analysis expertise to deliver valuable insights to Accenture clients.
- Maintains a customer satisfaction ranking within the top 10%, actively engaging in ongoing training initiatives and collaborative workgroup discussions to foster optimal growth within the role.

Urban Construction Design & Development Group Co. Limited

Beijing, China

Data Analyst

Oct 2013 – Mar 2022

- Using the SWOT model helps a company analyze internal and external competition, make data-driven decisions, clarify objectives, and achieve an annual ROI growth rate of 15%.
- Utilizing the BCG matrix to analyze sales growth and market share indicators, continuously optimizing core KPIs, and elevating overall business profitability.
- Developed reports and visualizations using Excel and Tableau, improving operational efficiency by streamlining report generation and providing clear and actionable insights to clients and managers.
- Assist company management in selecting suitable investment plans by using integrated and analytical technologies such as Tableau, reviewing analysis methods, tools, and techniques to promote best practices.
- Use Python crawlers to automatically download macroeconomic data, perform ETL, store in MySQL, conduct exploratory data analysis, and merge with company portfolio data for investment product model construction.
- Visualize the spread trend of company products through Power BI and discuss the results with senior management to ensure data analysis quality, consistency, and accuracy. Help optimize marketing strategies.

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.
- Create Google Analytics dashboards, develop metrics, monitor real-time website data, and track customer behavior and engagement.
- Present insights and stories to senior leaders to execute marketing strategies, resulting in a 15% increase in website traffic and a 10% increase in customer retention.
- Maintain official website and social media resources for participating in large-scale events and implementing corporate brand image promotion activities.
- Engaged in specialized research on "Large Sports Venue Operations Management," contributing to creating a national sports stadium operations management report.

#### DATA-RELATED PROJECT

Human Resources Performance Analysis (BJUCD)

Beijing, China

Data Analyst

Oct 2021 - Dec 2021

- Using SQL and Tableau, talent data trends like headcount changes, turnover reasons, performance, diversity, and inclusion can be analyzed and visually represented.
- Comparing key indicators (such as performance, engagement, and attrition rate) 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.