Feng Yuan

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DATA ANALYST

Motivated, teamwork-oriented, and multi-certified data analyst with significant experience in project management, process improvements, and leadership. Adept at driving projects from inception to completion, while balancing competing deadlines. Proven ability to review procedures and operational needs, and leverage data mining, strategic thinking, and technical tools to implement process improvements that streamline operations and optimize costs. Excels independently, and as part of team, in fast-paced environments.

AREAS OF EXPERTISE

Project Management | Problem-solving | Tableau | SQL | Metrics and Analytics | Communication Skills

EXPERIENCE

Accenture Flex LLC, Austin, TX   **July 2022 - September 2023**
Trust & Safety
Supported clients in optimizing their platform content strategy based on data analytics.

- Used data analysis expertise consistently delivers valuable insights to Accenture clients with an accuracy rate exceeding 98%.
- Maintained a customer satisfaction ranking in the top 10% by practicing Scrum Methodologies, responding to customer needs, and maintaining a high level of collaboration within the team.

Urban Construction Design & Development Group Co. Ltd., Beijing, China   **October 2013 - March 2022**
Data Analyst
Lead a team of 4 technical professionals through data ETL, analytics, and visualization to provide 24/7 operational support for a company with 6,000 employees and $1 billion in annual revenue.

- Analyze 10,000 rows of data using Excel to measure business performance. Consolidate and clean data using advanced features(e.g., pivot tables, VLOOKUP, sumif), and use conditional formatting to highlight key metrics and outliers.
- Built a Tableau dashboard to visualize core business KPIs, including sales and profit margins, which resulted in saving 10 hours per week in manual reporting.
- 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.
- Practiced Scrum methodologies, responded to stakeholder needs, and maintained a high level of collaboration within the team.
- Supervisors recognize work results, results performance is consistently in the department's top 10%, and received two outstanding employee awards.

Birds Nest Stadium, Beijing, China   **August 2012 - October 2013**
Senior Media Operations Specialist
Created Google Analytics dashboards, monitored real-time website data, and tracked customer behavior and engagement.

- Utilized A/B testing to optimize online social media marketing strategies, which led to a 30% increase in media exposure and a 18% boost in audience engagement.

PROJECTS

Human Resources Performance Analysis, BJUCD, Beijing, China   **October 2021 - December 2021**
Data Analyst
- Drove transformational change that increased productivity, reduced costs, and maintained industry-leading revenue cycle performance metrics, and recorded employee engagement scores while saving 10% in overhead.
- Used SQL and Tableau to analyze data trends like headcount changes, turnover reasons, performance, diversity, and inclusion can be analyzed and visually represented.
- Compare 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.
- Used Compensation expertise to drive the standardization of performance management training, which created a consistent and equitable atmosphere and consistently ranked lowest in employee turnover.

EDUCATION

B.S. in Chinese Literature, 2006
Lanzhou University

CERTIFICATIONS

Tableau Certified Data Analyst, 2022
Google Data Analytics Certificate, 2022
SQL for Data Science (Coursera & UCDAVIS), 2023

COMPETENCIES

Data Analysis
Excel (Pivot tables, VLOOKUP, Advanced formulas), SQL (MySQL, Oracle, SQL server), Alteryx
Python (NumPy, Pandas, Matplotlib), R (Tidyverse)

Data Visualization
Tableau, SPSS, Power BI

Tools
Microsoft Office (Word Excel, and Outlook), Google Sheets, Google Analytics, SAP, Linux

Languages
English and Mandarin