MENGWEI YUE (TAFFY)

Strong background in analytics with a MS in Statistics and MS in Hospitality and Tourism Management. Capable of extracting insights from analytical process and advanced science models to make strategic recommendation for both technical and business clients, by effective storytelling/visualization. Serve as a SME within team for resort/FB revenue management systems and continuously optimize system designs and requirements to drive value and improve business efficiencies.

Career goal is to obtain a management position that synergizes my domain knowledge and technical skills in making impactful decisions that drives both revenue and Guest satisfaction.

💼 WORKING EXPERIENCES

Current | 09/2019

Product Integration Manager
The Walt Disney Company   📍 Lake Buena Vista, FL

- Led the F&B Revenue Management team to compile project scope, estimate resource/timeline and assess risks for F&B Revenue Management System upgrade
- Spearheaded the deployment of the machine learning driven DVC member forecast automation under Linux environment - a milestone Python project recognized by Resort Revenue Management team
- Assessed the COVID impact on resort revenue management system and managed system and process changes to mitigate the impact: applied censorship, developed monitoring processes and tools, supported DDSI in-house resort alternative forecast
- Supervised professional interns in several projects to provide technical support and career guidance
- Migrate and enhance existing SAS reporting processes to Python code and schedule daily execution through Gitlab

09/2019 | 08/2018

Sr. Integration Consultant
Walt Disney Parks & Resorts   📍 Lake Buena Vista, FL

- Work with Revenue Management analysts from Walt Disney World, Disneyland Resort and Disneyland Paris to gather business requirements, troubleshoot issues, recommend system configurations, and provide documentation and training
- Developed numerous Tableau visualizations using backend data to fill gaps in native vendor GUI, improve user experience and aid decision making using SAS, SQL and Tableau
- Supported the design and testing of the DDSI in-house Resort Dynamic Pricing system

08/2018 | 10/2016

Integration Consultant
Walt Disney Parks & Resorts   📍 Lake Buena Vista, FL

- Supported the requirement gathering, functionality testing, implementation and UAT of several major enhancements of the resort revenue management system
- Led Genpact to develop the Selling Limit Calculator based on a detailed project specification documentation, including phases of idea brainstorming, solution design, code optimization, implementation and user training
- Conducted code refactoring to optimize execution efficiency of several SAS reporting scripts - reduced runtime of Selling Limit Calculator from 10 hours to 15 minutes
- Supported the testing and integration of TravelBox implementation for Walt Disney World and Disneyland Paris

---

CONTACT

📇 8787 Lookout Pointe Dr., Windermere, FL 34786

✉ taffy.yue@disney.com

📞 765-421-5499

🐙 github.com/taffyyue

PROGRAMMING SKILLS

- SAS
- Tableau
- SQL
- Python
- R
- Git
- Bash

OTHER SKILLS

Office Tools: Excel, PowerPoint, Confluence, Jira, VersionOne

Internal Systems: HROS, FBRMS, TravelBox

Languages: English, Mandarin, Cantonese

VOLUNTEER & HOBBIES

Disney Data Analytics Conference Women Mentor

Semi-final judge of Christopher Columbus Award

Purdue Boiler Out Activity Coordinator

Calligraphy, Photography, Travel Planning, Horror Movies

10/2016
|
01/2016

Revenue Management Intern

Walt Disney Parks & Resorts

📍 Lake Buena Vista, FL

· Performed quantitative analysis utilizing data mining techniques to understand hybrid mix metrics and performance of hybrid revenue management system, which manages both segmented and unsegmented demand to prevent revenue dilution caused by customer buy-down
· Supported the introduction of ancillary revenues from park tickets, merchandise, food and beverage spend into our Revenue Management System

01/2015
|
03/2014

Contract Processor and Analyst

Orange Lake Resort

📍 Kissimmee, FL

· Communicated owner utilization rate and transaction balances data to sales consultants
· Generated sales report to assist with reconciliation and analyze how guests' background influences buying decision

08/2013
|
05/2013

Administrative Intern

Indy Hostel

📍 Indianapolis, IN

· Managed social media activities and advertisements on Google AdWords
· Analyzed hostel website performance, online experience and engagement level using Google Analytics

08/2010
|
05/2010

Manager Assistance Intern

Shanghai Guangdong Hotel

📍 Shanghai, China

· Conducted survey to investigate customers' preferences on service features and presented the result to the directors
· Implemented new service-oriented projects to reduce average wait time of customers by 64%

🎓 EDUCATION & RESEARCH

12/2017
|
08/2015

Master of Science in Statistics Data Mining Track

University of Central Florida

📍 Orlando, FL

· Statistical Modeling of price change patterns on consumers' propensity in hotel booking
· Study of empirical model to identify the responsible group for terrorist attacks

10/2013
|
08/2011

Master of Science in Hospitality and Tourism Management

Purdue University

📍 West Lafayette, IN

· Thesis: The Impact of Availability Of Vegetarian Menu Items On Consumers' Behavioral Intention
· Factor Analysis on relationship between cultural difference and hotel service failure

06/2011
|
09/2007

Bachelor of Science in Hospitality and Tourism Management

Sun Yat-Sen University

📍 Guangzhou, China

· Student Spring Break Travel Motivation Research

SAS Certifications

Certified Statistical Business Analyst Using SAS 9: Regression and Modeling

Certified Advanced Programmer for data management software SAS 9

Certified Base Programmer for data management software SAS