

Jianqi (Tony) Yu

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EDUCATION

Brandeis International Business School

Waltham, MA

Candidate for Master of Science in Business Analytics (STEM-Designated)

08/2021 - 02/2023

Relevant Coursework: Analyzing Big Data, Information Visualization, Python and Applications to Business Analytics, Sales & Sales Management, Applied Econometrics, Machine Learning, System Dynamics, Marketing Research

Lake Forest College

Lake Forest, IL

Bachelor of Arts in Business, *magna cum laude*, 3.75/4.0

08/2018 - 07/2021

Relevant Coursework: Calculus I, Computer Science I in Python, Managerial Economics, Organizational Behavior, Statistics

TECHNICAL SKILLS

Programming Languages: Python, R, SQL

Computer Software: Tableau, Microsoft Office, Adobe Photoshop, Advanced CRM Systems

WORK EXPERIENCE

Brandeis University

Waltham, MA

Graduate Assistant at Office of Study Abroad

10/2021 - Current

- Manage 1,500+ students' study abroad information using TarraDotta (CRM System) to complete data profiling
- Maintain a knowledge base of the evolving study abroad product offerings and advertise study abroad through designing posters and hosting events; promptly handle over 50 new inquiries per day
- Build webpages to enhance personalized advising experience and host events to connect students and advisors

Wang Vision Institute

Nashville, TN

Marketing Analytics & Operations Intern

05/2021 - 07/2021

- Analyzed 3000+ customer data and built predictive models using SQL to evaluate new patient growth opportunities and marketing strategies; enhanced vision exam booking rate by 20%
- Created a strategic outsourcing and sales project to transform a mature product; discussed project updates weekly with the CEO and the management team; increased the product and company's publicity and customer engagement

ACADEMIC TEAM PROJECT

Brandeis International Business School

Waltham, MA

Airline Industry Data Visualization [\[Github Link\]](#)

08/2021 - 10/2021

- Identified various quality datasets supporting the subject matter using advanced search and evaluation techniques
- Implemented measure to ensure data quality through data validation, cleaning, and wrangling across multiple datasets; investigated the patterns on delay and pricing data and made observations on features across airlines
- Visualized findings using Tableau and R (visualization tools) to identify areas of improvement; published and presented observations, growth strategies, and impact forecasting to a panel of mock industry experts

LifeWorking CoWorking & Lake Forest College

Lake Forest, IL

Co-Working Space Industry Analysis

09/2020 - 12/2020

- Conducted in-depth interviews with every employee and used responses to support organizational behavior analysis focusing on work-life balance, formalization, work specialization, and more structure elements
- Utilized collaborative online technology as part of an effective team to organize, display, and communicate information
- Devised ideas in enhancing workplace success and presented suggestions to the head of hiring and marketing

ACTIVITIES/INVOLVEMENTS

Activities: Fidelity Mass FinTech Mentorship Program (Fall 2021), Graduate Outdoors Club (2021-Current), InterVarsity Christian Fellowship Leader (2018-Current), Choir Member (2009-Current),

Volunteer: Student Ministry Leader at Grace Chapel (2021-Current), Tennessee Immigrant & Minority Business Group (Summer 2021), Wang Foundation for Sight Restoration (Summer 2021), Common Ground Network (Summer 2021)

Languages: English (Native), Mandarin Chinese (Native), French (Beginner)