**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]**](https://github.com/tjyuj/AviationVisualization/blob/39433809e7f6251039aa74960686b272d7ca738e/Airline%20Industry%20Data%20Visualization.pdf)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)