

# Olivia Yingyi Song

+1 734-780-9101 | oliviasong111@gmail.com | Santa Clara, CA, 95054

---

## Skills:

- Languages: Python, MySQL, R, Matlab
- Software: PyCharm, Tableau, Jupyter
- Data: A/B testing, Machine Learning, Data Mining
- Finance: Financial Modeling, Risk Management, Merges&Acquisitions, Market Research&Strategy

## Certifications:

- The Ultimate MySQL Bootcamp, Udemy
- Machine Learning, Stanford University
- Applied Data Science with Python Specialization, University of Michigan

---

## WORKING EXPERIENCE

### LemonTech, Inc.

Santa Clara, CA

Data scientist & operation intern

10/2019 - present

- Assist with supply chain management, product improvement and inventory management, work across with internal stakeholders like product, marketing, IT and sales
- Applied machine learning algorithms for anomaly detection and revenue prediction to provide guidance on management & risk control, and analyzed A/B test to optimize new product/feature launch
- Analyze and monitor projects' operation based data, identify and report potential problems, and develop solutions to help the company work more efficiently and cost-effectively
- Conduct research and analysis on prospective clients and business partners, and use economic analytics techniques to plan and implement a variety of new projects that will support the mission of LemonTech

### Fosun Group, Private Equity Fund

Menlo Park, CA

Data analyst

06/2018 – 05/2019

- Developed and monitored KPIs to analyze and predict the conversion rate, user acquisition & retention cost, LTV, revenue and other ad-hoc queries and visualizations using SQL, Python and Tableau
- Worked cross-functionally with marketing, product and operation teams in Asia and Europe offices to support global market strategy, campaigns, new product design and launch, sales improvement and so on
- Communicated and collaborated with internal and external stakeholders such as finance, BI and investment committee to support business performance analysis and financial report, on a monthly basis
- Built financial models and conducted market research for valuation strategy, using metrics such as sales growth, cost ratio, market upside potential, which led to deals from \$20mm to \$400mm

### Ross Business School, University of Michigan

Ann Arbor, MI

Teaching assistant in MBA level financial modeling course

09/2017 – 04/2018

- Mentored quantitative projects on valuation, revenue forecast, risk&return analysis using Excel and SQL; held weekly office hours to provide support on assignments and quizzes

---

## SELECTED PROJECT

### Conversion Rate Prediction on E-commerce Platform

- Responsible for the business strategy project to analyze user data such as geographic information, behavior data, marketing source channel from over 50,000 samples to predict conversion rate, with 95%+ accuracy
- Visualized the results such as best sellers, average conversion rate and the historical purchase using python to provide insights on customer behavior based on different age, locations, time etc.

### A/B Test on User Conversion and Sales

- Designed A/B test on different versions of products to find the difference in the user conversion rate and sales, and dived into various marketing funnels such as advertisement source, locations, translations and so on
- Applied data exploration and visualization techniques to identify potential problems, relationships, user patterns etc. lying behind over 30,000 data to provide guidance on marketing strategies and product improvements

---

## EDUCATION

### International Technological University

San Jose, CA

Master in Computer Science (online & weekend session)

05/2019 – present

Coursework: Computer Algorithm, Machine Learning, Data Mining, Operating System

### University of Michigan

Ann Arbor, MI

Master in Applied Economics

2016 - 2018

Teaching assistant in Ross Business School: MBA financial modeling course

Coursework: Statistics, Data Analysis, Valuation, Financial Modeling, Marketing, Econometrics, etc.

### Renmin University of China

Beijing, China

Bachelor of Science in Finance

2012 - 2016

Coursework: Financial Engineering, Investment, Database, Calculus, Linear Algebra, Probability, etc.