

Yullie Yang

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EDUCATION

University of Maryland, Robert H. Smith School of Business

College Park, MD, USA

Master of Science in Business Analytics

December 2023

- Ambassador, University of Maryland Smith Master Student Association, Department of Administration
- Management Team, University of Maryland Korean Graduate Student Association
- Terrapin Scholar, 2021

Waseda University, School of Political Science and Economics

Tokyo, Japan

Bachelor of Arts, Global Political Economy (GPA 3.79)

September 2022

- Waseda Korean Alumni Scholarship Recipient, Japan Student Services Organization Scholarship Recipient
- Marketing Team for TedXWasedaU; Student Event Planner for the Intercultural Communication Club

WORK EXPERIENCE

Posiflex Korea

Seoul, South Korea

Data Analytics Intern

February 2020 – May 2020

- Analyzed data from various POS systems to predict optimal products for various industries, resulting in a 30% decrease in client issues and complaints.
- Successfully gathered and compiled data from various sources to create cohesive reports for clients, resulting in an increase of repeat business by 20%.
- Created comprehensive tutorials for new employees on proper usage of POS system, decreasing training time by 50%.

E-class Academy

Seongnam, South Korea

English Teaching Assistant

February 2019 – April 2019

- Successfully improved students' academic performance on monthly final exams by 20% on average over the previous term by providing customized daily assignments, textbook and exam materials, and consistent student feedback.
- Developed vocabulary and grammar teaching resources for a team of four English teachers, providing the team with additional capacity for preparation leading to overall increase in attendance rate by 40% over the prior term.

PROJECT EXPERIENCE

Sentiment Analysis and Classification on Amazon Reviews Using Natural Language Processing (Python)

- Led a team of five using natural language processing and exploratory data analysis to identify customer recommendations trends and broader target segmentation analysis.
- Presented target audience tokenization, padding analysis results, and precision-recall curve visualizations to a group of 30+ boot camp participants.

Hotel Booking Cancellation Prediction Using Random Forest Models, Decision Tree, and Ensemble Methods (Python)

- Created a statistical model predicting hotel booking cancellation rates to minimize the loss in revenue by analyzing key variables such as guest composition, booking durations, and deposits to determine cancellation rates more accurately.
- Developed feature importance and correlation between features specifying deposit required, lead time, required car parking spaces, and customer type to increase accuracy of model by 24%.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Code States, Data Science Study Group

November 2021 – June 2022

- Facilitated daily group study sessions to provide a collaborative professional development network, give feedback on members' data analysis leveraging Google Colaboratory, and present on key topics of study.

CERTIFICATIONS & DISTINCTIONS

- Selected for Korean Government-sponsored **Artificial Intelligence Bootcamp** (Code States, November 2021 - June 2022)
- **Languages:** English (Fluent), Korean (Native), Japanese (Fluent)

TECHNICAL SKILLS

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|----------------------|-------------------------------|-----------------------|
| • Python | • R | • SQL |
| • Data Visualization | • Data Analysis | • Database Management |
| • Machine Learning | • Natural Language Processing | • MS Excel |