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教育经历

宾夕法尼亚大学	城市空间数据分析专业, 硕士学位	2021.08 – 2022.05
<ul style="list-style-type: none">GPA: 3.67/4.00主修：智慧城市概论、数据科学及公共政策分析、空间数据统计分析、城市环境的机器学习模型构建、Arduino 数据感应城市设计、交互式地图网页搭建、地理空间云计算、数据空间可视化		
北京林业大学	风景园林专业, 学士和硕士学位	2014.09 – 2023.06
<ul style="list-style-type: none">GPA: 3.80/4.00主修：城市设计、绿地系统规划、测量遥感、生态修复、景观基础设施、园林工程造价、植物景观规划、计算机辅助设计、生态旅游		

实习经历

德勤管理咨询	营销与电商部门	商业分析实习生	2022.11-至今
<ul style="list-style-type: none">参与头部外资车企数字化转型战略项目，辅助大中华区的市场营销、销售管理及客户生命周期管理等业务域的数字化转型，提供数据系统构建、数据看板搭建及分析洞察；围绕售后、营销线索管理两个业务域，对数据库上下游的各层级表和字段进行血缘关系梳理；依照业务逻辑及产品 PRD，梳理 300+ 个业务指标的生成逻辑及含义；协助测试伴随，依照 Tableau 等前端看板展示内容，复核经销商表现、卡券活动效果、营销漏斗等业务模块的指标的表现、使用 VLOOKUP 对跨表数据进行组合查询，探查每个指标及图表对应的数据库及字段来源；协助项目经理监控整体项目进展，使用 Confluence/Jira 记录并跟踪 50+ 人数的项目团队每日的各项工作进展，确保各业务域、各环节工作在 Sprint 内关键时间节点的协调与及时交付。协助完成 UAT 提测申请，上线评审，工时统计、新 Sprint 项目计划更新等。			

埃森哲咨询公司	战略&管理咨询部门	实习生	2022.08 – 2022.11
<ul style="list-style-type: none">参与顶尖跨国互联网公司构建广告经销渠道 IT 系统的项目，面向国内中小型跨境电商企业及出海业务供应商，通过 AI 模型识别并匹配高质量潜在线索及综合能力强的供应商，提升销售转化率，同时构建以客户为核心的出海业务生态圈；收集并处理 300+ 家中小型跨境电商企业运营信息，并从五个维度评估 150+ 合作伙伴供应商的综合能力。利用 R 完成数据的标签化处理及词条分布统计，筛选出影响商家发展出海业务时，选择供应商及广告渠道的高质量影响影子，辅助团队 AI 推荐模型建设；分析用户旅程，用墨刀/Axure 协助完成跨境电商人脉搜索 APP 及合作伙伴推荐系统网页平台的产品设计。用 PR/AE 剪辑视频展示产品交互旅程。该成果受到公司总部负责人的高度肯定，视频效果及审美受到团队认可；协助完成顶尖互联网公司 SaaS 产品“HR 商品中心”在数字生态大会的发布。梳理产品脉络及其为企业组织管理数字化转型的意义，形成清晰的故事线；贡献图示化创意，利用漫画手稿、GIF 动图多角度展示产品，形成精美生动的 PPT，可视化设计受到上级夸奖。			

罗兰贝格	汽车项目组	PTA	2022.07 – 2022.08
<ul style="list-style-type: none">参与传统车企转型新能源赛道的战略规划项目。独立完成对标研究，拆解传统油企龙头龙蟠科技向新能源转型的战略部署，绘制其公司产品矩阵及组织架构变化关系图，清晰提炼出转型的布局措施及成效；分析美国二手车市场龙头企业 CarMax 的全渠道销售布局创新点及门店的人效管理模式，查阅相关英文资料，快速填充框架细节；梳理 2.2w 字的新能源电池正极材料领域的专家访谈录音粗稿，清晰呈现出正极材料组分、相关产业链、当前行业格局等核心要点。			

Holee Trading LLC, NYC	实习生	2022.06 – 2022.08
<ul style="list-style-type: none">利用 power BI 为美国啤酒厂 Anheuser-Busch 搭建供应链体系的实时数据看板。独立撰写 RFP 争取项目，对四个数据库进行抓取、清洗及分层处理工作。在时间空间的多重纬度下，可视化展示各洲、各城市啤酒厂的发展时间、生产力及仓储规模的空间分布情况，结合跳转页面展示分销渠道、零售站点分布等具体信息，为市场部、供应部门等相关利益者建立了一个使用友好的交互式分析决策工具。		

北京林业大学李雄教授景观规划工作室	助理研究员	2019.07 – 2022.07
<ul style="list-style-type: none">参与《全国森林乡村绿化美化指南》编制，为国家林草局提炼了 34+ 典型的森林乡村绿化及产业发展模式。对全国 400+ 个森林乡村进行标签梳理归类；以全国七个气候区为分类纬度，对村子进行空间聚类分析；为 40+ 人团队统筹规划覆盖全国的调研路线；实地调研 18 个村子，采访当地村民；总结典型村落的民生提升策略、经济循环发展及绿化美化模式，协助完成书籍内容的图文编撰排版；该研究为国家重点研发计划成果之一，支撑国家林草局开展乡村绿化工作，形成“十四五”乡村绿化美化行动方案及国家标准两项。		

项目经历

纽约计程车需求量及里程时空分析，保障运营商精准调度计程车资源	2022.02 – 2022.05
<ul style="list-style-type: none">用 R 语言对纽约计程车供需关系和时空分布情况进行可视化分析，提出计程车运营商调度策略，解决交通拥堵及供需不匹配的问题；对 35w+ 里程记录进行清洗挖掘，通过时空分布地图描述计程车时空需求量及旅程时长的分布趋势，挖掘出强相关变量。构建线性回归模型、随机森林模型对每个人口普查区内的行程需求及其潜在的通勤时间进行预测，有效帮助计程车运营商优化汽车派遣策略。	

匹兹堡大都市区扩张程度预测及可持续规划提案	2021.10 – 2021.12
<ul style="list-style-type: none">基于匹兹堡 2009-2019 年的发展，构建模型预测 2029 年的扩张状况，提出可持续的前瞻性城市资源配置策略，模型准确度 92%；在 500 米的渔网网格内，将影响城市扩张的重点因素如人口数据、土地覆盖类型、基础设施可达性、经济水平变化聚合到空间单元；综合考虑了生态基底、经济发展和区域联动效应，生成了未来十年的发展提案，研究方法还可迁移至其它城市，受到教授的高度赞赏。	

费城思故河水质实时监测及报警系统的设计构建	2022.03 – 2022.05
<ul style="list-style-type: none">通过构建数字化水质感应系统解决城市问题，设计水质数据感应监测装置，结合滨水景观设计，打造交互性实时感知水质的人居环境；分析场地人群画像，挖掘使用痛点，利用 Arduino 传感器及其 IDE 编写程序，搜集河流水质相关数据，构建监测指标及分级评分体系，用 Figma 设计网页平台原型，实时展示水质情况，在水质恶劣时向用户发送预警邮件。剪辑视频展示装置 demo。	

自动驾驶背景下模块化基础设施城市设计	2020.10 – 2021.01
<ul style="list-style-type: none">为自动驾驶汽车创意附加多种功能，让使用者在通勤场景中自由完成多种活动。解决当代都市白领常见的职住分离及高压生活的问题；分析对北京国贸片区各时段、各区域的用户画像及运行轨迹，针对不同人群及交互场景设计多种功能的模块化汽车空间。设计模块化、自动化及可装配式汽车，并将移动的汽车模块、充电桩结合绿色基础设施融入城市，概念设计可以推广至无限应用场景。	

技能证书

数据分析：熟练 R、Excel、SQL、ArcGIS，简单掌握 JavaScript。擅长 Power BI、Tableau、Xmind 进行数据可视化及逻辑梳理

设计技能：精通设计软件 PS、AI、ID，PPT 图文排版，擅长 AE/PR 进行视频剪辑及动效制作。熟悉 Html、CSS 网页制作，审美设计强

获奖证书：国家奖学金，“天工之城”乡村活化设计大赛金奖（国家级），国家级大学生创新项目主持人，优秀班干部，优秀共产党员等

语言能力：英文听说读写流利，发音标准，擅长翻译，托福 100 分

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Education

University of Pennsylvania	Master of Urban Spatial Analytics	2021.08 - 2022.05
<ul style="list-style-type: none">GPA : 3.67/4.00Main Course : Introduction to Smart Cities, Public Policy Analytics, Spatial Statistics & Data Analysis, Land Use and Environmental Modeling, Arduino Sensing the City, Java Script and Programming for Planners & Designers, Geospatial Cloud Computing, Law of Urban Planning		
Beijing Forestry University	B.S. & Master of Landscape Architecture	2014.09 - 2023.06
<ul style="list-style-type: none">GPA : 3.80/4.00Main Course : Landscape Urbanism, Metropolis Development, Remote Sensing, Ecological Renovation, Green Urban Infrastructure, Construction Gardening, Wilderness Recreation Management, Wetland Restoration Design, Eco-tourism.		

Internship

Deloitte Management Consulting	Marketing & Commerce	Business Analysis Intern	2022.11 - Now
<ul style="list-style-type: none">Participated in a digitalization strategy project for a leading car company in Great China. In business domains of marketing, sales, and customer lifecycle management, assisted in IT system building, data exploration, business dashboard creation, and analytical indicator extraction.In modules of Aftersales and Leads & Sales, sorted out the blood relationship of down-and-up stream tables from the database; Based on marketing logic and PRD, organized the business logic and details of 200+ business indicators like sales performance, sales funnel conversion etc.,Verified the performance of front-end Tableau dashboard, matched indicators to related data sources. Joined tables and key points with VLOOKUP.Helped PM record and followed up daily progress for a team of 50+, using Confluence/Jira, ensure each part is delivered on time within the Sprint.			
Accenture Consulting	Strategy & Management Consulting	Intern	2022.08 - 2022.11
<ul style="list-style-type: none">Assisted in building an IT system for a multinational Internet technology company to expand its E-Commerce cross-border digital advertising distribution channel. To improve AD leads-sales conversion rate and create a sustainable offshore business ecosystem, we built a series of AI models to recognize high-value leads of SMB vendors and better-performance supplier partners. Received high compliment from global leader.Collected basic information of 300+ medium enterprises and 150+ suppliers. Explored the correlation between vendors' choice of suppliers and suppliers' abilities from five aspects. Processed data with R and labelled key information to help build the ML recommendation.Analyzed customer journey, assisted in beautifying two product demos using Axure, which are one "Network Platform" social APP for vendors and one "Supplier Recommendation System" website for sales. Edited videos using PR/AE for clear presentation effect to show the shining points.Helped a top Internet Company launch a SaaS product "HR Product Center" on Digital Ecosystem Summit. Assisted summarizing a clear product storyline. Drew decks, transformed texts to cartoons, edited the user experience to GIFs, etc., My leader appreciated my beautiful visualizations.			
Roland Berger	Car Program	PTA	2022.07 - 2022.08
<ul style="list-style-type: none">Participated in a business transformation strategic project of a traditional car enterprises, from conventional car business to new-energy one. Conducted desk research of <i>Lopal.Co.,Ltd.</i>, a conventional car supplement company, summarized its business layout strategy converting from lubricating oil to lithium battery supply. Created a clear visualized deck showing its management structure, product matrix and effect.Conducted benchmark research of CarMax, the largest used car dealer in the US, compiled its omnichannel strategy and HR management display.Summarized expert interview with over 22k words in the field of new energy battery cathode materials and their value chain.			
Holee Trading LLC, NYC	Intern		2022.06 - 2022.08
<ul style="list-style-type: none">Build a real-time dashboard for American brewery company Anheuser-Busch's supply chain system. Independently wrote the RFP illustrating our competitiveness and approach to client. Conduct the ETL process of four datasets. Mapped breweries into four types and categorized them based on factors like storage ability and manufacturing capabilities. Delivered a user-friendly interactive tool for stakeholders.			
Professor Li's Studio of the Beijing Forestry University	Research Assistant		2019.07 - 2022.07
<ul style="list-style-type: none">Participated in the "National Forest Village Landscaping Guide" compilation for the Chinese National Forestry and Grassland Administration.Analyzed and processed overall 400 village data across China using ArcGIS; Summarized 34+typical village beautification and development modes; Conducted field investigation of 18 specific villages and interviewed residents. Organized research routes across county for a team of 40.Delivered analytical diagrams and texts illustrating typical sustainable econ development and environment-friendly strategy modes of villages.The project launched two National Standards, supported Chinese rural greening and beautification action for the "14th Five-Year Plan".			

Project Experience

Temporal - Spatial Analysis of NYC taxi trip, proposed resource allocation advice for vendor	2022.02 - 2022.15
<ul style="list-style-type: none">Analyzed the taxi travel demand in New York across space and time, visualized the mobility pattern, built ML model to help taxi vendors to better allocate appropriate number of taxis spatially in advance. Solved problems of traffic congestion and unbalanced supply & demand relationship.Processed 350k taxi trip records in NYC using RStudio, created spatial distribution maps and charts across time, explored significant features like weather or facilities. Built ML model to predict taxi demand in each census tract across time and proposed corresponding optimized strategies.	
Pittsburgh Urban sprawl modelling and sustainable development proposal	2022.10 - 2022.12
<ul style="list-style-type: none">Based on development performance history in 2009-2019, forecasted Pittsburgh's urban sprawl condition in 2029 with ML model (with accuracy of 92%); Proposed prospective resource allocation strategies in next ten years, fully considering ecological, economical, regional integration, etc.,In 500-by-500-meter fishnet, measured the land cover change in 2009-2019 using ArcGIS, explored significant features like infrastructure accessibility using R and built ML model to foresee future change. Professor enjoyed our environmental-friendly perspective so much.	
Water quality sensor monitor & application platform design for Schuylkill River, Philadelphia	2022.03 - 2022.05
<ul style="list-style-type: none">Created a water sensing and evaluation system. Assembled Arduino sensor set and its IDE platform to collect water quality data like turbidity and precipitation. Created indicators and built an evaluation scoring system, integrated the device into urban infrastructure for better interaction.Analyzed user persona and designed website demo displaying real-time quality using Figma. Professor appreciated our brave and creative attempt.	
In the context of autonomous vehicle spread, a smart modular city design	2022.03 - 2022.05
<ul style="list-style-type: none">Combined multiple functions on AV cars, ensured commuters flexibly participate in various activities in cars simultaneously, tackling work-living separation and high-pressure problems for white-collars. Analyzed user profiles & mobility pattern, Designed AV cars with functions accordingly.Designed modular, automated, and assemble-ready cars, combined infrastructures and charging piles, which can extend to endless situations.	

Skills & Interests

Data Analysis	Proficient in R, Excel, ArcGIS, Basic skills in JavaScript. Skillful in Xmind, PowerBI, Tableau Good at data visualization.
Design Skill	Proficient in PS, AI, ID, AE. Basic skills in HTML, CSS, Axure; Great taste of art and deck layout.
Certificate	National Scholarship, Gold Award for "City of Tiangong "Village Competition, Host of National Student Innovation project, etc.,
Language	Fluent in English, with TOELF score of 100, skillful in translation. Chinese (mother tongue).