

# Hang (Henry) Yu

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## EDUCATION

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### UCLA, Anderson School of Management

Master of Science in Business Analytics (STEM program)

Los Angeles, California

(expected) December 2018

Honor: UCLA Anderson Merit Fellowship

### Nankai University, School of Economics

Bachelor of Management in International Business

Tianjin, China

June 2017

Honor: National Scholarship

## ANALYTICAL SKILLS

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**Computer Languages:** R, Python, SQL, C++

**Computer Software:** MySQL, Tableau, RStudio, Stata, Excel

## DATA ANALYTICS EXPERIENCE & PROJECT

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### DLCompare

Project Member in Twitter Team

Los Angeles, California

February 2018 – March 2018

- Specified the general question raised by client and broke it down into smaller actionable parts
- Cleaned client's 2 yrs' tweets and extracted several types of keywords and time features in RStudio
- Performed text analysis and regression analysis in RStudio, generating recommendations on when and what to post on Twitter to improve tweets performance in different aspects
- Visualized the results using heatmaps, word clouds and charts in RStudio and Tableau

### Teda Investment Holding Co., LTD

Analysis Assistant

Tianjin, China

November 2015 – March 2016

- Interviewed executives to identify their concerns for the company, drafted an executive summary detailing their expectations going forward in the next 5 years
- Collected financial data and analyzed selected KPIs with Python (NumPy & Pandas) to identify 40+ subsidiaries' life cycles, delivering a company-level overview with comparative analysis
- Presented the key findings using charts, graphics and diagrams in Python and Excel to non-technical executives, successfully convincing them of our strategic suggestions

### Nankai University, School of Economics

Research Assistant

Tianjin, China

June 2015 – October 2016

- Worked with 2 faculty members to study the role of connections in facilitating entrepreneurship
- Synthesized several national survey datasets and filtered the raw data in Stata
- Experimented different multivariate nonlinear regression models (logistic and 2sls logistic) to identify and confirm the opposite effects of connections under different circumstances in Stata
- Published a paper on peer-reviewed management journal (*Management World*) as the 3rd author

## ADDITIONAL PROFESSIONAL EXPERIENCE

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### Accenture

Project Intern

Tianjin, China

December 2016 – March 2017

- Conducted desk researches on the composition of IoT (*Internet of Things*) and summarized IoT's application in relevant industries to back up our team's recommendation for our client
- Visualized our recommendations in PowerPoint and Tableau, making it easier for the project manager to communicate the value of our recommendations to our client
- Developed an Excel template to calculate and present KPIs, facilitating the work process of team

## LEADERSHIP, SERVICE & INVOLVEMENT

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### Student Union

Maintained the partnership between college Student Union and the local businesses for 2 years

Led a team of 8 people to manage the sponsorships of 10+ student activities in our college

Member/Vice minister, 2013-2015

### Library Management System

Led 3 people and built a management system to record the book inventory of local library in MySQL

Project Team Leader, 2014