

IVAN (HANYU) YANG

Los Angeles, CA | hanyu.yang.2023@anderson.ucla.edu | [LinkedIn](#) | [Github](#) | (507) 412-0819

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA)

Expected: Dec. 2023

- **Coursework:** Statistical Foundations, Machine Learning for Decision Making, Data Management, Prescriptive Modeling, Customer Analytics, Competitive Analytics, Operation Analytics, Optimization
- **Leadership:** Director of MSBA Relations at Management Consulting Association

WESLEYAN UNIVERSITY

Middletown, CT

B.A. Double Major in Economics and Philosophy, Minor in Data Analysis

Aug. 2017 - Dec. 2021

- **Coursework:** Network Analysis, Econometrics, Social Psychology, Financial Accounting
- **Awards:** Ranked **1st** place in investment contest Adirondack Cup with a **27.04%** return over a six-month period

TECHNICAL SKILLS

Languages: SQL, Python (NumPy, Pandas, Scikit-learn, Seaborn, Matplotlib), R (t-test, dplyr, tidyverse), MATLAB, LaTeX

Software: Power BI, Tableau, Jupyter, MySQL, Docker, STATA, Microsoft Suites

Analytics: A/B Testing, Casual Inference, Machine Learning, Data Visualization, Time Series Analysis, NLP, Optimization

EXPERIENCE

ALGORITHM RESEARCH

Dubai, UAE

Analytics Intern / Data Science (Python, Sentiment Analysis)

June. 2022 – Sept. 2022

- **Data Pipeline:** Built a sentiment analysis pipeline for Google Reviews on UAE free zones deploying web scraping method, VADER-based many-to-one sequence model, and explanatory data analysis tools
- **Model Design:** Fine-tuned NLTK tokenizer, spaCy part-of-speech (POS) tagger and stopwords list to improve positive association between VADER compound scores and review ratings.
- **Data Visualization:** Delivered **10+** data visualizations, including word clouds and heat maps, highlighting key factors on client acquisition of free zones
- **Business Recommendation:** Translated data insights into 4 actionable recommendations recognized by manager

DUBAI HOLDING

Dubai, UAE

Quantitative Analysis Intern / Statistical Analysis (R Studio, STATA)

Feb. 2021 – June. 2021

- **Data Management:** Imported automotive and charging infrastructure statistics from BACI and IEA databases to R Studio (**3 million entries**), performed data cleaning and produced summary statistics of UAE's EV market landscape
- **Predictive Analysis:** Constructed multiple regressions in STATA to check different variables' (including battery, tolls, charging stations) effects on EV registrations as part a feasibility study report to inform key stakeholders Mubadala
- **Product Localization:** Developed detailed reports on existing transportation regulations, highlighted Made-in-UAE product standard specifications, accelerating landing of China-UAE joint venture

IVY TECH GROUP

Faribault, MN

Data Analyst Intern / Google Analytics

Feb. 2017 – May. 2017

- **Multi-channel Marketing:** Assessed online presence of local Food & Beverage industry using Google Analytics and delivered digital marketing strategies to business owners via cold calls and door-to-door sales pitch
- **Customer Engagement:** Proposed a novel incentivization strategy that targets customer reviews, and increased restaurant's traffic by **25%**

DATA PROJECTS

Amazon x UCLA Anderson Hackathon – Product Recommendations

Sept. 2022 - Sept. 2022

- Leveraged GPT-3 language model few-shot learning to find Amazon complementary products among **25k** selections
- Built data pipeline using NLP algorithms such as Word2Vec and KNN to make recommendation engine scalable

Kaggle Competition – Merchandise Sales Forecast

Jan. 2022 - Feb. 2022

- Used Numpy and Pandas to process time series datasets into training and testing; defined prediction model for Kaggle merchandise sales using multi-layer perceptron model with gradient descent, which minimized overall prediction error
- Achieved an accuracy score of 0.84 and placed in **top 20%** (303/1591)

Cross Country Analysis of COVID-19 Readiness

Oct. 2021 - Dec. 2021

- Implemented multiple linear regression models on cross-sectional data to uncover the positive relationship between Gross Domestic Savings and COVID-19 cases, which offered policy implications in preparations of future pandemics
- Utilize F-tests, Fixed-Effects model and Breusch-Pagan tests to improve model consistency