

Celine Feng

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Enthusiastic, innovative **Data Scientist** with experience combining business acumen with solid analytical skills in Fortune 30 tech, entertainment, and management consulting industries. MS Business Analytics candidate at UCLA Anderson with Quantitative Analysis degree from Emory University. Canadian citizen eligible for both 36-month STEM OPT and TN work visa.

EDUCATION

UCLA Anderson School of Business Los Angeles, CA
Master of Science in Business Analytics (MSBA) December 2023

- Predictive Models, Data Management, Machine Learning, Operation Analytics, Competitive Analytics

Emory University Atlanta, GA
B.S. in Quantitative Sciences (Psychology track); Film and Media Studies May 2022

- Data Analytics, Data Science Computing, Game Theory, Statistics and Research Methods
- GPA: 3.94; Honors: Phi Beta Kappa, Dean's List

TECHNICAL SKILLS

Languages: Python (NumPy, Pandas, Matplotlib, Seaborn, NLTK, etc.), SQL, R, C

Software: Tableau, Excel, Power BI, Teradata, Google Analytics, SPSS, NLP Suite

Analytics: A/B testing, Customer Lifetime Value, Natural Language Processing, Cluster Analysis, Optimization

PROFESSIONAL EXPERIENCE

Comcast Atlanta, GA
Customer Care Operation Intern May 2022 – July 2022

- Optimized call center agent performance 20% by using **Tableau** and **Teradata** to perform ad-hoc analysis and build data visualization reports covering over 1M households
- Standardized department's data collection procedure by designing **SQL queries** for data mining and cleaning; ensured data accuracy for linked relational databases
- Visualized agent monthly performance through conducting factor analysis on agents' sentiment scores; improved call center operational efficiency and accuracy

Learn or Be Learned Atlanta, GA
Digital Media Analyst September 2021 – May 2022

- Promoted podcast channel to top 5% nationwide by performing **audience measurement and syndicated data analysis** with BI tools (Google Analytics, Anchor, and Facebook Business)
- Generated cost-effective **paid social media** list by tracking digital audience performance data and managing **Tableau** spreadsheets for data visualization and presentation

KPMG Shanghai, China
Management Consulting Intern May 2021 – July 2021

- Upgraded suite of 12 digital tools for \$3 billion insurance company by performing **customer profiling and segmentation** using R and Excel; improved user experience for client base of 0.5M
- Restructured client's management system by conducting survey-based research with **cluster analysis**
- Supported Senior Partner to pitch for \$2M in new business by executing in-depth industry research and organizing 149-page bidding plan

Fosun Shanghai, China
Business Analytics Intern June 2020 – August 2020

- Sped customer workflow 50% for healthcare app by developing **R algorithm** and managing internal dashboards
- Identified break-even point for new \$100M investment in offline healthcare network across 20+ cities by studying **ROI scenarios** and financial reports; advanced break-even point by 1 month
- Established business plan for health-related impacting 400M potential customers by researching demographic trends

ANALYTICS PROJECTS

Customer Lifetime Value Analysis on Coach Down-Market Brand December 2021

- Used **RFM analysis** to perform customer segmentation and predict churn rates with R
- Discovered uneven distributions of customers with **pseudo-churn modeling**
- Proposed operation and marketing strategies aiming to improve stability and scale of current CLV