

# YIJIE (JESSY) FU

yijie.jessy.fu@gmail.com | linkedin.com/in/jessy-y-fu/  
(858) 666 - 7189 | Los Angeles, CA

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

#### M.S. in Business Analytics (MSBA) | F-1 Stem OPT

Expected Dec 2024

- Statistics, Optimization with Python, Machine Learning, Data Management, Predictive Models, Customer Analytics

### USC MARSHALL SCHOOL OF BUSINESS + VITERBI SCHOOL OF ENGINEERING

Los Angeles, CA

#### B.S. in Business Administration | Minor in Applied Analytics

May 2023

- Cumulative GPA: **3.97/4.00** (Summa Cum Laude) | Leadership: TA for Data Analytics (SQL, NoSQL, Tableau)
- Business Forecasting and Analytics, Enterprise Data Analytics, Statistics, Machine Learning, Applied Python

## TECHNICAL SKILLS

- **Languages:** Python, SQL, R, MongoDB, Stata, MATLAB, VBA, C++, SAS Viya
- **Tools:** Tableau, MS Office Suite, SAP BW/4HANA, GitHub, Jupyter Notebook, mySQL, R Studio, Studio 3T
- **Analytics Skills:** Machine Learning, Regression & Classification Modeling, A/B Testing, Visualization, Optimization

## PROFESSIONAL EXPERIENCE

### HUGO BOSS

Shanghai, China

#### Marketing Intern, Customer Relationship Management Team

Jun 2023 – Aug 2023

- Analyzed customer behavior to drive touchpoint optimization, increasing conversion by 1.7% and monthly revenue by \$1M
- Designed and implemented SAP automatic data pipeline, allowing real-time data transactions and eliminating data latency

### ONTOLOGY

Remote

#### Business Analyst Intern

Jun 2022 – Aug 2022

- Researched Web3 project trends and presented actionable data insights to stakeholders, optimizing decision-makings
- Collected, cleaned, and categorized data of 80+ Ethereum startups to assess business models and competitive advantages

### NIELSENIQ

Shanghai, China

#### Client Success Intern, Consumer Packaged Goods Team

May 2021 – Jul 2021

- Developed PowerPoint automation system via SAP, tripling team efficiency through reducing administration time
- Collected and normalized SKU databases with SQL and VBA, supporting development of omnichannel data platforms

### CROWE HORWATH

Shanghai, China

#### Tax Analyst Intern

Jun 2020 – Aug 2020

- Researched select industries to project trends and generate data-driven suggestions for Transfer Pricing Documentations
- Built statistical models on client data and predicted outcomes, supporting clients' expansion into Southeast Asian market

### SPOCKER

Shanghai, Chinas

#### Founder, CFO

Sep 2016 – Jun 2019

- Founded Spocker branded ankle-protection socks with local scientific institution, generating annual revenue of \$30K
- Prepared financial projections, studied sales, managed budgets, and pitched to investors on roadshows and meetings

## ANALYTICS PROJECTS

### [Predictive Modelling with Python] California Housing Price Prediction

Oct 2022 – Nov 2022

- Engineered critical features and implemented predictive models on California's housing data, achieving R-squared of 0.8
- Fine-tuned hyperparameters with randomized search and ensemble models, decreasing out-of-sample RMSE by 20,000

### [Time Series Analysis with Python] Energy Consumption Forecasting

Sep 2022 – Oct 2022

- Led team to generate hourly energy load forecast via predictive models, attaining MAPE of 4.52% and testing RMSE of 800
- Designed metrics, employed data visualization techniques, and built statistical models to conduct time series analysis

### [Visualization and A/B Testing with R] Video Game Sales Analysis and Predictions

Apr 2022 – May 2022

- Led team to analyze video game sales data set across regions, providing actionable data insights for new game releases
- Engineered KPI and studied correlations with visualization and A/B testing, generating statistically significant suggestions