

Xuanye (Rose) Feng

201-888-2073 | xuanye.feng.2023@anderson.ucla.edu | <https://www.linkedin.com/in/rosefeng4/>

M.S. in Business Analytics candidate at UCLA Anderson with solid knowledge of **Data Science** and strong technical and problem-solving skills. A wide range of **product** and **customer analytics** experience at **Intuit Mailchimp**, **Baidu** and **Crave**.

EDUCATION

UCLA Anderson School of Management

Master of Science in Business Analytics (F1 STEM OPT)

Los Angeles, CA

Expected Dec. 2023

Emory University

Bachelor of Science in Quantitative Sciences (GPA 3.85/4.0)

Atlanta, GA

Aug. 2018 – May 2022

PROFESSIONAL EXPERIENCE

Baidu

Product Analyst Intern

Beijing, China

June 2022 – Aug. 2022

- Worked with Product Managers using **Python** to analyze user engagement and activity level for the past 2 years
- Queried **MySQL** database to pull product data and ran **cohort analysis** and **regression analysis** with **R**
- Ran various **ad-hoc analyses** and discovered 5 key metrics that impacted user engagement and platform monetization performance, such as article display CTR, video display CTR, and average time spent by users
- Identified 20+ quantitative trends, built 10+ **visualizations**, and summarized 7 actionable insights
- Used **cluster analysis** and **funnel analysis** with **Excel** to help product team prioritize product features and meet profitability goals, increasing paid conversion rate by 11% in 1 month
- Supported the operations team to redesign sales strategies and marketing campaigns, increasing GMV by 10 %

Intuit Mailchimp

Customer Analytics Intern

Atlanta, GA

May 2021 – Aug. 2021

- Conducted **cluster analysis** with **SQL** and **Python** on active users to compare brand affinities amongst 12 subordinate segments; discovered user affinity declines when engaging with free support
- Helped Data Science Team build **logistic regression** and **XGBoost models**. Selected 30 features to predict a new **user segmentation** strategy, which supported 1000+ employees on making effective marketing decisions
- Built **SQL** queries to process and clean 10+ data sources with billions of user records in **Google BigQuery**
- Visualized data structure and assured data quality of a previously unused data with **Google Sheet** and **Looker**
- Presented statistical results with **data visualizations** to account for rapid post-COVID changes in previous customer segments and redesigned organization-wide growth strategies, increasing active user growth by 5%

Crave

Data Analyst Intern

Los Angeles, CA

July 2020 – Nov. 2020

- Built an automated data reporting dashboard on **Tableau** and **Mongo Chart** to visualize relationships among average order value, number of transactions, and CTR to increase work efficiency by 50% and sales by 40%
- Scraped 1000+ restaurants' data from **HTML** with **Python**; synthesized and cleaned 7 datasets with **MySQL**
- Analyzed hard email bounce rate with **Excel** and created email verification strategies to reduce bounce rate by 70%

TECHNICAL SKILLS

Languages: SQL, Hive, Python (pandas, numpy, scikit-learn, matplotlib, tensorflow, SciPy, Keras), R

Software: Tableau, Looker, Google BigQuery, AWS, Spark, Gurobi, Google Analytics, Snowflake

Analytical Skills: Data Wrangling, Visualization, Machine Learning (Regression, Classification, NLP), A/B Testing

AWARDS

Best Visualization

DataFest 2022

- Entered top 3 among 13 teams at a data science competition hosted by **American Statistical Association** by conducting a game **user interface** and **user experience analysis** with **Tableau** and **R**.