

# Jiachen Yu

Los Angeles, CA

+1 (925) 234-6381 | Jiachen.Yu.2024@anderson.ucla.edu

www.linkedin.com/in/jiachen-yu-henry | US Permanent Resident

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

#### *Master of Science in Business Analytics (MSBA)*

Expected December 2024

- Machine Learning for Decision Making, Data Management, Prescriptive Models, Optimization, Customer Analytics, Competitive Analytics, Business Fundamentals for Analytics

### UNIVERSITY OF CALIFORNIA, DAVIS

Davis, CA

#### *Bachelor of Science, Applied Statistics, Major*

December 2022

- Cumulative GPA: 3.903 / 4.0; Graduated with Honor
- Practice in Data Science, Statistical Data Science, Applied Time Series Analysis, Analysis Categorical Data, Nonparametric Statistics, Regression Analysis, Analysis of Variance

#### *Bachelor of Science, Economics, Minor*

- Economic Development, Public Finance, Econometrics for Business Decision, Intermed Microeconomics, Intermed Macro Theory, Econometrics, Transportation Economics

### UNIVERSITY OF SOUTHERN CALIFORNIA (Research Program)

Remote

#### *Application of Machine Learning and Deep Learning in Business Analytics*

September 2021 - December 2021

- Learned about machine learning applications and related algorithms such as Decision Trees, Random Forest, Lasso, etc
- Studied the relationship between variables by implementing exploratory data analysis, correlation analysis and predictive modeling (Random Forest & Decision Trees) on housing price.

## TECHNICAL SKILLS

**Languages:** SQL, R, Python

**Software:** Excel, Tableau, Jupyter Notebooks, MS Office

**Analysis and Modeling:** Predictive Models, Statistical Regression, Time Series Analysis, Exploratory Data Analysis, Correlation Analysis

## PROFESSIONAL EXPERIENCE

### DIM

Shanghai, China

#### *Data Analyst Intern*

May 2023 - July 2023

- Created online promotion strategies with the operation team after analyzing brand store sales statistics as well as new and existing customer information using SQL. Assisted multiple brands in achieving their major promotion targets and surpassing them by an average of 10%.
- Performed data processing and extracted data using SQL. Applied FAST and AIPL models to integrate consumer data to help better understand customer base and assist operation team members design marketing strategies.
- Built Kanban with FineReport to provide monthly and daily reports for operating brands to monitor operational effects, sales trends, and crowd distribution to assist brand operating members in modifying marketing strategies.

## DATA ANALYTICS PROJECTS & CHALLENGES

### Significant Variables on Housing Value

June 2021

- Led a team of four classmates to conduct a correlation analysis and an exploratory data analysis to determine the variables that have the most significant impact on housing value.
- Applied data transformation, residual analysis, and linear regression when constructing a statistical model using R language. Found median income level of a block, total number of rooms of a house, and geographical location as all positively correlated with the housing value.

### Hawaii Weather Analysis

June 2022

- Performed a time series analysis to visualize the data of variables such as air pressure, water temperature, and wind speed using R language and analyzed the trends and how these variables affected the mean sea level and observed tide level in Hawaii.
- Found water and air temperature tend to be most comfortable for outdoor activity, while mean sea level is lower and more stable between August and October in Hawaii, which also leads to more outdoor activities.