

Yongle (Irvy) Yu

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Data Visualization Portfolio: <https://public.tableau.com/app/profile/irvy.yu/vizzes>

DATA ANALYST

Curious and detail-oriented analyst with a robust market research background, offering over two years of experience in blending **data analytics** with **customer insights** in the tech and entertainment sectors, including positions at Baidu and Tencent Games. Adept at extracting customer demand from data and presenting analytical insights to varied audiences. English / Chinese Bilingual.

- **Programming:** Python (NumPy, Pandas, SciKit-Learn, TensorFlow), SQL (Window Functions), R, Excel VBA, Java
- **Software:** Tableau, Power BI, Gephi, Jupyter Notebook, Databricks, Google Analytics, AWS, Snowflake, Azure, MS Excel
- **Analytics & Modeling:** A/B Testing, Time Series Analysis, Data Visualization, Statistical Analysis, Machine Learning

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA) [STEM Designated]

Expected Dec. 2024

- Relevant Courses: Internet Customer Analytics, Marketing Analytics, Data Management, Statistical Foundations for Analytics

EMORY UNIVERSITY GOIZUETA BUSINESS SCHOOL

Atlanta, GA

Bachelor of Business Administration (Concentrations: Marketing, Information Systems, Analytical Consulting)

May 2023

- Honors: Dean's Scholarship Recipient (\$60,000), ISOM Consulting Analytics Award, Beta Gamma Sigma Honor Society
- Cumulative GPA: 3.95/4.0 (Dean's List with High Distinction – Top 10% in the class)

PROFESSIONAL EXPERIENCE

OFO DELIVERY (*Instant Delivery App start-up launched in 6 colleges*)

Los Angeles, CA

Data Analyst – Product Growth

Mar. 2023 – Jun. 2023

- Created metrics and invested them into analysis framework to evaluate effectiveness of promotional campaigns; conducted advanced analytics and translated data into marketing strategies, leading to a **25% increase** in conversion rate
- Utilized **Multiple Linear Regression** to identify significant factors affecting customer satisfaction; applied insights to enhance courier training and optimize delivery schedules, resulting in a **30% boost** in customer satisfaction ratings and repeat usage

SUNLIFE NUTRITECH (*Health Supplement start-up distributed across 34 countries*)

Norcross, GA

Product & Market Analyst Intern – Product

Jun. 2022 – Aug. 2022

- Led a **cross-functional team** of three to design data-driven branding strategies for two emerging brands; developed personas for profitable customer segments and designed targeted social media outreach strategies, increasing user engagement by **120%**
- Automated collection of competitor pricing data from over 100 sources with **Python**; translated quantitative analytics into actionable competitive pricing and product development strategies that were endorsed and implemented by C-level executives

TENCENT INTERACTIVE ENTERTAINMENT

Shenzhen, China

Market Insight Analyst – Market Research

Oct. 2021 – Jun. 2022

- Initiated **14** studies on market trends using quantitative & qualitative research methods (e.g. **sentiment analysis, focus group**); 9 reports were selected by leadership and enacted across multiple departments, influencing game design and marketing strategies
- Employed **text analytics** to dissect gamer reviews from multiple forums, uncovering user preference for “*Honor of Kings*” (China's highest-grossing game) and informing targeted marketing strategies that led to a **20% uplift** in user engagement
- Performed **network analysis** of over **50K+** *Steam* game tags with **Pandas** and **Gephi**, visualizing complex relationships and detecting a surge in popularity for niche game genres, guiding targeted growth strategies in underserved market segments

BAIDU

Shanghai, China

Data Analyst Intern – Advertising & Marketing Analytics

May 2021 – Jul. 2021

- Analyzed **60M+** ads performance and consumer search data to track marketing metrics and identify customer behavior patterns; presented findings to head luxury brands including *LV, Hermes, and Prada*, influencing clients' search optimization strategies
- Selected as the only intern to co-produce “*2020 Baidu Luxury Industry Annual Report*,” identifying 5 market trends through comprehensive **statistical analysis**; report was delivered to **100+ luxury sector clients** to inform long-term marketing planning
- Spearheaded design of **daily sales reporting dashboard**, using **SQL** and **Tableau** to aggregate relevant information from 6 databases into a visualized report, enhancing leadership visibility into key performance metrics

DATA SCIENCE & RESEARCH PROJECTS

Goizueta Business School - Information Systems & Operation Management Dept.

Atlanta, GA

Data Science Research Assistant – ML Deployment & Large Dataset Processing

Jan. 2023 – May 2023

- Designed and trained **neural network model** (100+ features) to predict mental wellness; implemented the model in interactive chat-bot, encouraging **200+ students** with potential wellness issues to schedule counseling appointments with school department
- Cleaned and processed **900M+** raw data entries for *Reddit's r/Place* research using **Python NumPy** and **SQL**