HANNAH (HAINUO) LYU

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   **Los Angeles, CA**
M.S. in Business Analytics (MSBA – H1B visa holder)   Expected Dec 2023
Courses: Python, SQL, R, Data Management, Statistics for Analytics, Machine Learning
UNIVERSITY OF SOUTHERN CALIFORNIA   **Los Angeles, CA**
B.S in Accounting   May 2020

TECHNICAL SKILLS

- **Programming Languages:** Python (NumPy, Pandas, Scikit-Learn), SQL, R,
- **Analytics Skills:** Decision Tree, A/B Testing, Time Series, Predictive Modeling, Regression Models
- **Software:** Jupyter notebook, PyCharm, MySQL, RStudio, Tableau, Excel, PowerPoint, Adobe Analytics
- **Data Visualization:** Python (Matplotlib, Seaborn), Tableau

PROFESSIONAL EXPERIENCE

58.COM   **Beijing, China**
Data Analyst   July 2022 – Sept 2022
- Preprocessed online sales transaction data by filling in missing values, removing outliers, and dropping duplicates using **Python NumPy** and **Pandas**
- Built Recency, Frequency, Monetary **(RFM)** model for electronics sales by classifying customers into 3 categories and provided services correspondingly, identifying 500+ new VIP customers
- Constructed **K – means clustering** based on customer behavior using **Python Scikit Learn** to target specific advertisement to different groups of buyers, increasing targeted sales by 12%

ERNST & YOUNG (EY)   **Los Angeles, CA**
Financial Services Associate   Sep 2020 – Apr 2022
- Created **SQL queries** in **MySQL** partner database to update investor information and percentage ownership, optimizing engagement team's efficiency by 10%, saving on average 2 hours per day
- Imported extensive csv files provided by clients and used **Python Pandas** to organize and validate 10+ financial accounts by comparing sums of each account against financial statements
- Utilized **Tableau** to visualize income tax liabilities by transforming key metrics on tax returns into interactive dashboard, reducing 15% of time spent on redundant reports and potential errors
- Prepared and filed 80+ federal and state tax returns for hedge funds and special situation funds, maximizing tax deductions by 15% for global multi asset investment clients

Financial Services Summer Intern   Jun 2019 – Aug 2019
- Extracted raw financial data and provided 50+ investor requests and qualified 10+ tax returns

JD.COM   **Beijing, China**
Risk Management Analyst   Jun 2017 – Aug 2017
- Utilized **Weka** to generate **decision tree** based on borrowers' attributes and built **loan default predictive model** in **Python** with 78% accuracy, lowering bad debt rate by 20%
- Visualized final prediction outputs with **Python Matplotlib** and presented to risk manager; prediction model was adopted by the risk management team for rural area enterprise loan project

DATA PROJECTS

Titanic – Machine Learning from Disaster – Kaggle   Nov 2022
- Created model using **Python scikit-learn** to predict passengers who survived the Titanic shipwreck

Amazon X UCLA Data Hackathon   Sept 2022
- Proposed and presented preliminary solution of creating **Word2Vec text embedding model** using **Gensim package** within **Python** to predict 7 most similar items based on customer's chosen product