

# Luyao Wang

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## EDUCATION

### University of California, Davis

#### Master of Science in Business Analytics

Aug 2020 – Jun 2021

*Coursework:* Big Data Analytics, Advanced Statistics, Implementing Machine Learning on the Cloud, Cloud Computing, Data Design & Representation, Data Management, Organizational Issues in Implementing Analytics, Analytic Decision Making

### University of California, Davis

#### Bachelor of Science in Managerial Economics, Minor: Accounting

Sep 2016 – Jun 2019

*Coursework:* Business Data Management, Management Information System, Consumer Behavior, Macroeconomics, Microeconomics, Principles of Finance, Financial Accounting

## WORK EXPERIENCE

### Student Practicum - Mondavi Arts Center

Sep 2020 – Present

#### Data Analyst, Practicum Project

San Francisco, CA(Remote)

- Analyzed and revamped the planning and operational procedures for the Mondavi Arts Center in response to the COVID pandemic
- Reengineered the Jackson Hall Scaling Model to include social distancing, which surpassed the target capacity by 8% by leveraging insights gleaned from past sales data
- Conducted event profitability analysis to recommend the top 25 most profitable possible productions with social distancing restrictions in place
- Created a loyalty rating model which analyzes customer loyalty in regards to various categories, which maximizes customer benefits and optimizes seating priority plans
- Formulated pricing strategies to satisfy customers with different consumption preferences using regression analysis

### WWC, P.C. Certified Public Accountants

Jul 2019— May 2020

#### Accounting Associate

San Mateo, CA

- Planned and prepared audits and reviews for four corporations and assisted with fieldwork in the United States and China using Excel
- Analyzed tax returns for individuals, corporations, and NPOs, through which I was able to independently finish the tax return work for 5 corporations and 5 individuals using ProCconnect
- Performed bookkeeping, sales, and payroll tax services for various entities

## PROJECT EXPERIENCE

### Cancer Mortality Investigative Analytics

Jan 2021

- Constructed linear and logistic regression models, alongside recursive feature elimination, to deduce socioeconomic factors responsible for predicting cancer mortality rates within communities
- Tuned model hyperparameters and conducted exploratory data analysis through correlation analysis, checking for multicollinearity and interaction effects, and transformation of categorical features into dummy variables

### KyngaCell Marketing Analytics Project

Nov 2020

- Determined the effects of a new online community feature on revenue, retention rate, and customer lifetime value for a mobile video game through difference-in-difference analysis and statistical sampling modeling
- Implemented a logistic regression model in Python to predict the differences in churn rate for different customer segments and discovered that users of the online community feature were more likely to churn
- Applied statistical techniques such as hypothesis testing (two sample t test) to compare the effects of the online community feature on customer satisfaction

### TaskRabbit Transaction Analysis

Sep 2020

- Implemented a predictive model to determine which agent an employee would choose when presented with multiple options through statistical analysis in Python
- Built and optimized multiple machine learning models through grid search and cross validation in order to build a model that would optimize an agent's chance of being hired by a customer, with 93% accuracy
- Communicated results and business recommendations to stakeholders through written reports and data visualizations

### Covid-19 Spreading Analysis

Aug 2020

- Built dashboards in Tableau to visualize the spreading trend of Covid-19 globally and in the US
- Constructed time series models such as ARIMA and Facebook Prophet to analyze seasonality factors in disease spread, and to predict daily new cases and new deaths, with 5% mean absolute percentage error

## SKILLS

**Programming Languages:** R, Python, SQL, Tableau, Google Analytic, Microsoft Office (Word, Powerpoint, Excel)

**Knowledge Base:** Data Visualization, Data Mining, Relational Databases, Hypothesis testing, Predictive Modeling, A/B Testing, Causal Inference, Statistical Analysis, Forecasting, Descriptive Analysis, Text Mining, Natural Language Processing, Web Crawling