

Luyao “Chloe” Wang

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PROFILE

MS in Business Analytics candidate leveraging 1 year of accounting as well as 1 year of customer and pricing analytics via a live practicum. Passionate about data analytics, collaborating with cross-functional teams, and drawing actionable business insights.

Specialties: Machine Learning, Statistical Exploration, Data Visualization, Exploratory Data Analysis, A/B Testing

Skillsets: SQL, Python (NumPy, Pandas, Matplotlib, Seaborn), R (dplyr, tidyr, ML packages, ggplot2), Tableau, Excel

Big Data Tools: PySpark, GCP (Google Cloud Platform), AWS (Amazon Web Services)

Certifications: AWS Certified Cloud Practitioner, Tableau Desktop Specialist

EDUCATION

University of California, Davis

Master of Science in Business Analytics

Aug. 2020 – Jun. 2021

Advanced Statistics; Analytics Decision Making; Big Data Analytics; Data Management; Machine Learning; Implementing Machine Learning on Cloud; People Analytics

University of California, Davis

Bachelor of Science in Managerial Economics, Minor: Accounting

Sep. 2016 – Jun. 2019

Award: Dean's List: 2018, 2019; Graduated from UC Davis with Honors

PROFESSIONAL EXPERIENCE

Mondavi Center - Student Practicum

Sep. 2020 – Jun. 2021

Data Analyst & Customer Success Manager, Practicum Project

Davis, CA (Remote)

As part of the MSBA program, analyzed and revamped the planning and operational procedures for the Mondavi Center, an important community performing arts theater, in response to the COVID pandemic

- Served as primary stakeholder contact, ensuring all deliverables align with business needs and objectives
- 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
- Manipulated 300,000+ historical records and built Tableau dashboard to recommend the top 35 most profitable productions, which could surpass by target by 15%
- Formulated pricing strategies to satisfy customers with different consumption preferences using regression analysis in R
- Developed a model for analyzing genres with various ticket price options using data from past 5 years with tickets average price, tickets sold of each genre and each ticket price zone. Displayed information for high sales shows and low sales shows of all genres for programming team to make decisions
- Conducted topic modeling and sentiment analysis in Python on 900 survey results to help clients understand their impression on different groups of audiences, presented and displayed in Venn Diagram to suggest customer benefits for clients to consider
- Designed NPS surveys for identifying the most loyal advocates and customer satisfaction, to help client collect high quality data

WWC, P.C. Certified Public Accountants

Jul. 2019— May 2020

Accounting Associate

San Mateo, CA

- Provided review and annual audit service, performed audit procedures, and assisted with fieldwork
- Completed field walkthroughs with clients, discussed operation and inventory audit areas
- Assisted partners to understand clients' needs and professional service requirements, learned about their business
- Analyzed tax returns for individuals, corporations, and NPOs, independently completed tax return work

ANALYTICS PROJECTS

Text Analytics, Social Network Analytics and Predictive Analytics for Venmo

May 2021

- Based on Venmo transaction data (2TB), emoji and word dictionary, classified the transactions into different categories, calculated user dynamic spending profile, social network metrics (friends and friends of friends) and transaction RF (recency and frequency) at different user lifetime point using PySpark.
- Regressed these variables on the total number of transactions at lifetime point 12 for each lifetime point and plotted the MSE to find the most influential factors.

Marketing Analytics Mobile Gaming 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