

## Yuxin Liu

1775 Milmont Dr | Milpitas, CA 95035 | 5856232243 | liuyuxin2623@gmail.com |  
LinkedIn: [www.linkedin.com/in/yuxinliu-1726](https://www.linkedin.com/in/yuxinliu-1726) |

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### EDUCATION

**University of Rochester- Rochester, NY** **2018.06 – 2019.12**

**Master's Degree**

**Major: Data Science, Technical and Entrepreneurship Management**

Merit Scholarship recipient, GPA:3.5

**University of Shanghai for Science and Technology – Shanghai, China** **2014.06- 2018.05**

**Bachelor's Degree**

**Major: Information System and Management**

Merit Scholarship recipient, GPA:3.6

**UCLA – Los Angeles, CA** **2016.05-2016.09**

**Exchange program, HSSEAS Department**

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### EXPERIENCE

**MWCS2018 –Shanghai, China** **2017.03-2018.07**

**Marketing Analyst**

- Engaged in purchasing plans and implemented simulation models based on cash flow data, positive evaluation ratio, and price of goods from 10 suppliers during the exhibition using **Python** and extracted 15 features to predict demand of goods.
- Used **Excel(Pivot table & Vlookup)** and **Python(Matplotlib)** to analyze performance data downloaded from Google Analytics, Bing Ads. by making interactive data visualization.
- Engaged an **A/B testing** of new product feature to boost user engagement
- Connected over 10 international suppliers for purchase order confirmation and tracked goods delivery; analyzed daily sales data and market trends to determine the most profitable purchase by **using SQL**

**Masswell Development Group Inc – NY, USA** **2019.05-2019.08**

**Data Analyst**

- Updated and maintained SQL database that houses all media data for client weekly and refresh the dashboard in **Power BI** every two weeks.
  - Created and manage marketing mix modeling using **R** for digital campaign, work with marketing manager to set up campaign strategies.
  - Visualized and analyzed data set using Excel PIVOT TABLE and VLOOKUP
  - Utilized **Python(Numpy)** to optimize data collection practice and shortened data preparation cycle from weeks to two days
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### SKILLS & ACADEMIC PROJECT

#### SKILLS:

- R, Rstudio/C/Python(Numpy, Pandas)/SQL, mysql/Power BI/Excel/AB Testing
- Data Mining/Artificial Intelligence(Python)/ Database(SQL)/Marketing Analysis using R

#### Academic Projects:

- Data Analytics with Python & R. **2019.03-2019.05**
  - Cleaned, formatted, transformed and validated 400,000 hotels data, including location, review, type, rooms, visitor type, visitor county and subscriber, using Pandas and NumPy
  - Cleaned and formatted 45,000 movies data from Kaggle, including 26 million ratings from 270,000 users, 4000 casts and directors and 30 more metrics
  - Created statistical regression model to predict the popularity and scores of movies, and achieved the predicted accuracy to 75%