

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