

# YIXUAN FENG

Boston, MA | (857)-268-8315 | feng.yix@northeastern.edu | [linkedin.com/in/yixuan-feng](https://www.linkedin.com/in/yixuan-feng) | [github.com/yixuan-feng](https://github.com/yixuan-feng)

## EDUCATION

### Northeastern University

*Master of Science in Data Analytics Engineering (GPA: 3.92/4.0)*

Relevant Coursework: Computation & Visualization, Data Mining, Statistics Methods, Data Management & Database Design

**Boston, MA**

Expected Dec 2021

### University of Washington

*Bachelor of Science in Chemical Engineering*

Relevant Coursework: Introduction to Data Science, Probability & Statistics for Engineers, Computer Programming I

**Seattle, WA**

Jun 2019

## SKILLS

**Programming Skills:** Python (Pandas, NumPy, Matplotlib), R (ggplot2), SQL (MySQL, Microsoft SQL Server), MATLAB, JAVA

**Analytical & BI Tools:** Tableau, MS Excel, Google Sheets, Alteryx, SPSS, Minitab, Microsoft Azure, Power BI

**Techniques:** Data Wrangling, Data Visualization, Data Manipulation, Time Series, Machine Learning, Mathematical Modeling, Data Warehouse, Regression, ANOVA

## ACADEMIC PROJECTS

### Company Email Monitoring System Design

- Defined business requirement by extracting 395 company email data, translated demands into project designs and recommendations
- Devised a Relational Database Management System in MySQL and Entity Relationship (ER) diagram for companies to store, manipulate, analyze data and prevent sensitive data from being transferred through emails
- Collaborated with groupmates to wrangle data using R and import into MySQL, designed the email monitoring model with 12 entities and mapped to EER
- Programmed views to check the sender, receiver, send time, and attached file name of emails, reported to introduce database schema

### Hotel Booking Demand Data Analysis

- Explored process improvement and data visualization utilizing Exploratory Data Analysis on hotel booking trends and rates
- Imported, tidied and transformed 119,391 hotel booking data in R, presented to display booking rates fluctuation analysis
- Achieved visualization (heat map, stacked bar plot, density plot) to show relation between guest demographics and booking price
- Built and trained classification models by developing algorithms including Logistic Regression, K-NN, Naïve Bayes, Random Forest to predict booking cancellation rate
- Generated R shiny web application with integrated R and Tableau to create 2 interactive dashboards visualizing reservation statistics

### California Elementary School Vaccine Data Analysis

- Conducted data analysis and trend interpretation for investigating correlation between vaccination rate and infection rate on 22,945 California schools in Python
- Utilized Pandas and NumPy to assess data quality and organize data, visualized dataset in Matplotlib to identify patterns and outliers
- Established a linear regression analysis algorithm in Python to accomplish a simulation of predicting number of infected students with given probability of transmitting the infection per contact

## WORK EXPERIENCE

### Northeastern University

*Teaching Assistant in Business Statistics*

- Implemented a class plan with flexible assignment submission and grading system, facilitated a better understanding of the course
- Mentored 60+ students in business statistics concepts including probability distributions, hypothesis testing and regression analysis

**Boston, MA**

Sep 2020 – Dec 2020

### Jinan Tata Network Technology Co., Ltd

*Data Analyst Intern*

- Analyzed key factors affecting client's return report on advertising spend on e-Commerce platforms including Alibaba and Taobao
- Assisted clients to make data-informed decisions and forecasted future sales by reporting weekly updates and monthly ROI utilizing formulation in Excel and dashboard in Tableau
- Gathered sales data from platforms, organized backstage data in Excel pivot-table, employed Python to examine data shifting trends
- Introduced sales promotion schemes to facilitate management for brands: Nike, Herschel, and DM by assessing historical sales data
- Increased 20% quarterly revenue by working cross-functionally with business operations and product teams to apply sales plans with advertising group and optimizing strategies basing on fluctuations

**Hangzhou, China**

Jun 2019 – Aug 2019

### Shaanxi Normal University

*Laboratory Assistant*

- Improved 40% efficiency of producing desired phenol synthesis products, performed 8 experiments with PhD students
- Searched the literature and provided support for the professor to design a feasible project
- Communicated and resolved problems associated with lab chemicals preparation and laboratory results collection

**Xi'an, China**

Jun 2017 – Sep 2017