# Fengyao Luo

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## EXPERIENCE

**U-Haul Corporate Headquarters**                                                                                 Phoenix, AZ
*Business Intelligence Analyst*                                                                                        2019 – Now
- Use SQL and Python to automate the ETL, build Tableau dashboards for daily reports, resulting in saving 15 hours/week
- Implement user behaviors tracking, conduct segmentation analysis, propose changes which increased orders over 40%
- Work with product managers, conduct analysis before and after feature release, contribute to roadmap, monitor errors

**U-Haul Corporate Headquarters**                                                                                 Phoenix, AZ
*Digital Marketing Analyst*                                                                                          2017 – 2019
- Proposed ideas and conducted online A/B tests, provided actionable insights from results, improved conversion rate by 3%
- Conducted SEO keyword and internal search analysis, proposed ideas about new content, gained 11% organic traffic
- Built reservation funnels on Google Analytics, measured the success of email or PPC campaign, conducted survey analysis

**University of Georgia**                                                                                              Athens, GA
*Research Assistant*                                                                                                 2016 – 2017
- Collected audience engagement metrics, logged experimental data, and reduced the bias and conducted statistical analysis
- Reviewed the significance level, resulted in a published paper "A Meta-Analysis of Advertising Effectiveness"

## SKILLS

- **Programming & Softwares:** Python, R, SQL, Excel VBA, Hadoop, Apache Spark
- **Marketing Analytics:** Google Analytics, Google Big Query, Google Adwords, IBM Tealeaf, Piwik, Databricks
- **Visualization:** Tableau, R ggplot, Python matplotlib, seaborn, Google Data Studio, NodeXL, Qualtrics
- **Machine Learning**: KNN, Naïve Bayes, Linear/Ridge/Lasso, Logistic Regression, Random Forest, SVM, Neural Network

## EDUCATION

**University of California, Berkeley -** Master of Information and Data Science                          2022 (anticipated)
**Cumulative GPA**: 3.925/4.0

**University of Georgia, Athens, GA -** Master of Arts in Journalism and Mass Communication        2015 - 2017
UGA Certification in Media Analytics; Google Analytics Individual Certification, Google Adwords Certification
**Cumulative GPA**: 3.85/4.0

## PROJECTS

*Applied Machine Learning,* **House Prices - Advanced Regression Techniques, Kaggle** – Phoenix, AZ          2021
- Plotted correlations between features, filled missing values, identified outliers, built pipelines to transform and split data
- Performed error analysis on lasso regression baseline to identify overfitting, conducted feature engineering to reduce RMSE
- Implemented random forest, split lasso, and ensembled above two methods, earned score at 16th percentile of leaderboard

*Statistics for Data Science*, **Regression Models for Covid-19** – Phoenix, AZ                              2020
- Built three regression models to find the factors that have impact on Covid-19 infection rate in the United States
- Used regression models to examine 6 assumptions and tested the VIF and heteroskedasticity within each model
- Compared the p-value, effect size, and AIC scores to find the best fit and decide the optimum model

*Graduate Thesis*, **Data Analysis on Profits of Affiliated Stations** - Athens, GA                          2017
- Used SPSS to run the correlations and regression on market competition HHI index and profits of public broadcast stations
- Concluded that moderate competition increased the financial performance of stations while performance decreased when the market is overly competitive

*Social Network Analytics Course*, **X-Men Filters on Snapchat - Social Network Analysis** - Athens, GA    2016
- Grouped users on Twitter, Facebook and YouTube according to their posts and identified opinion leaders and 'bridge'
- Made visualizations of the network between users and conducted sentimental analysis on users' comments and posts
- Advised cooperating with opinion leaders and reacting fast and effectively on user posts on social media platforms