

Wanjing Yan

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EDUCATION

San Diego State University | San Diego, CA
M.S. in Big Data Analytics | GPA: 3.7 / 4.0

Aug 2023 - May 2025 (Expected)

University of California, San Diego | La Jolla, CA
B.S. in Applied Math, Minor in International Studies

Sep 2018 - Jun 2022

WORKING EXPERIENCE

Hasmo Consulting | Boutique Consulting Firm Specializing in Technology Consulting & Digital Solutions
Data Analyst Intern

New York, NY
Oct 2022 – Feb 2023

- Engineered SQL-driven dashboards in Looker to track and analyze conversion funnels, revenue per user, and customer retention trends, reducing reporting turnaround by 25% and providing real-time insights to leadership.
- Led competitive intelligence research in the travel and hospitality sector, benchmarking pricing models, booking trends, and customer behavior against market leaders. Findings informed a dynamic pricing strategy that increased revenue by 10%.
- Automated financial and operational reporting by integrating SQL queries with BI tools, eliminating manual spreadsheet analysis and saving 15+ hours per month in labor costs.
- Conducted A/B testing on customer acquisition campaigns, identifying user behavior trends that boosted retention by 12% through tailored engagement strategies.
- Developed a customer segmentation framework to refine lead targeting, optimizing the marketing-to-sales pipeline and increasing lead-to-conversion rates by 18%.
- Presented business intelligence insights to executive leadership, influencing digital transformation initiatives and guiding the adoption of a predictive revenue forecasting model.

RELATED EXPERIENCE

TENCENT | Tencent Data Analytics Project
Business Analyst Intern

Remote
Mar 2024 – Jun 2024

- Analyzed 500K+ player interaction records from Tencent's Game of Peace, uncovering key business drivers (new feature adoption, holiday spikes, and in-game events) using Python and SQL.
- Conducted exploratory data analysis (EDA) to identify revenue and engagement patterns, leading to a 12% improvement in user retention.
- Implemented linear regression models with a focus on P-value significance to detect key revenue predictors, optimizing in-game monetization strategies.
- Performed sentiment analysis on Bilibili gaming video comments, identifying player preferences and informing data-driven marketing strategies.
- Collaborated with Tencent's data team to translate analytical insights into actionable business recommendations, improving customer engagement and player retention.

PROJECTS

Airbnb Booking Funnel Analysis (Marketplace, Conversion Rate Analysis)

Jan 2025

- Defined and established key performance indicators (KPIs) using the Objectives and Key Results (OKR) framework to measure the efficiency and effectiveness of the Airbnb booking process.
- Conducted exploratory data analysis (EDA) on 30,000 booking records, identifying key trends and patterns in guest behavior, booking preferences, and drop-off points.
- Utilized funnel analysis, segmentation analysis, and cohort analysis to assess the impact of booking channel, host engagement, listing reputation, and guest profile on conversion rates.
- Performed data mining to uncover critical factors influencing booking success rates and time-to-confirmation, providing actionable insights for marketplace optimization.
- Identified that direct guest-host interactions and first impressions were the strongest predictors of successful bookings, leading to recommendations for enhanced host response strategies.

Yelp Restaurant Sentiment Analysis Project (K-means, Analytics)

Dec 2024

- Optimized data preprocessing pipelines, handling missing values, text normalization, and memory-efficient transformations, ensuring accurate sentiment classification and clustering analysis.
- Performed geospatial clustering using K-Means and DBSCAN on millions of Yelp reviews, identifying high-performing restaurant clusters with an average rating of 4.13 stars and 1,600+ reviews per business.
- Conducted sentiment analysis on large-scale Yelp review data, achieving a 0.66 correlation between sentiment scores and star ratings for pizza restaurants, uncovering key drivers of customer satisfaction.
- Developed regional performance insights, providing data-driven recommendations for restaurant owners and marketing teams to optimize location-based strategies and customer engagement.

SKILLS

- **Data & Business Intelligence:** SQL, Tableau, Python, Power BI, Looker, Excel (Advanced)
- **Data Analysis & KPI Tracking:** Funnel Analysis, Segmentation, A/B Testing, Cohort Analysis
- **Business Strategy & Process Optimization:** OKR/KPI Design, Competitive Benchmarking, Process Automation
- **Statistical & Quantitative Analysis:** Regression Analysis, Hypothesis Testing, Forecasting
- **Stakeholder Communication:** Business Storytelling, Executive Reporting, Cross-Functional Collaboration