

JENNY YANG

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Business Analyst

Consumer-focused Business Analyst with 3+ years' experience in eCommerce, CPG, and Media. Leveraged customer segmentation, behavior analysis, and product bundling strategies that uncovered 7x cross-sell potential

SKILLS

Business Intelligence: SQL (MySQL, PostgreSQL) & Relational Database, Advanced Excel, ETL

Data Visualization & Data Analytics: Tableau, Power BI, R, Python, Data Cleaning & Data Manipulation, A/B Testing

Project Management: Stakeholder Management, Requirements Gathering, Process Improvement

EDUCATION

Columbia University – M.S., **Applied Analytics** (GPA: 3.72/4.30)

New York, NY, 09/2022 – 12/2023

Courses: NoSQL/ SQL database, A/B Testing, Data Management, Statistical Modeling, Storytelling with Data, AWS Cloud Computing

University of San Francisco – B.B.A., **Marketing** (GPA: 3.82/4.00)

San Francisco, CA, 08/2017 – 05/2021

Magna Cum Laude University Honor, 4-times Dean's Honor Roll, 4-times Global Award Scholarship

WORK EXPERIENCE

Intenza Fitness | *Global fitness equipment brand with \$170+M in revenue*

Seattle, WA

Business Analyst

03/2024 – 07/2024

- Created a **Tableau** dashboard that visualized 8 quarters of sales key performance indicators (KPIs) data, empowering non-technical stakeholders to identify high-performing regions, saving in reporting time by 20%
- Built an automated reporting system to track 100+ internal requests monthly across marketing and event logistics, improving team visibility and reducing manual status checks by 80%
- Optimized overall business operating processes by refining the existing input data workflow through a Smartsheet-based database system, reducing costs by 10%

Baldor Specialty Foods | *Northeast food distributor with \$1.17B in revenue*

New York, NY

Data Analytics Consultant

09/2023 – 12/2023

- Analyzed 33M+ sales data using **Power BI** for exploratory data analysis and conducted data modeling to identify the customer purchasing patterns, uncovering 7x cross-sell sales growth opportunities
- Led a 7-person team to leverage BI tools (**R**, **Python**, **PowerBI**) for data analysis and visualization, and presented recommendations to the management team that optimized marketing strategies
- Identified 5 high-revenue customer segments, defined business requirements, and used LRFM analysis to develop targeted marketing strategies in an agile scrum, boosting personalization and campaign efficiency by 6x
- Conducted market basket analysis on sales data (**R**), and proposed product placement strategies for 2,000+ products, uncovering co-purchase patterns, and improving cross-sell opportunities across 3 business units

Chinese Newcomers Service Center (CNSC) | *SF-based nonprofit immigrant service*

San Francisco, CA

Business Analyst Intern, Marketing

09/2019 – 12/2019

- Analyzed demographic data using Excel to create tailored marketing personas and marketing contents, increasing conversion rate by 10% to SF's voter education resource page
- Identified targeted audience user behavior and optimized marketing campaign keywords on social media and website, increasing 33% in ad traffic for CNSC's voting initiative

Corning Incorporated | *Global materials technology leader with \$13B in revenue*

Taipei, Taiwan

Business Analyst Intern

07/2019 – 08/2019

- Collected and cleaned data, defined business requirements, and collaborated with cross-functional teams to identify and resolve data gaps using **VLOOKUP** and **PivotTable**, leading to a 12% improvement in data quality and integrity
- Forecasted TV shipment growth from 2019 through 2026 using linear regression (**Excel**), generating strategic market insights that informed Corning's positioning in the high-end display segment

PROJECTS

Airbnb Review Intelligence | *R*

05/2023

- Identified key features driving customer engagement across 4K+ Airbnb listings, quantifying the impact of amenities associated with higher review volume and positive language—informing strategy to improve host visibility and guest appeal