

Leya Yang

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EDUCATION

The University of Sydney (QS19)

Master's Degree in Data Analytics and Finance | Sydney | Feb 2021 - Feb 2023

- Relevant coursework: Statistics and Data Mining, Machine Learning, Predictive Analytics, International Business Finance, Corporate Finance, Financial Theory, Derivatives, Data Visualization.

The University of Melbourne (QS14)

Bachelor's Degree in Environmental Engineering | Melbourne | Feb 2018 - Feb 2021

- Core coursework: Data Analysis, Engineering Risk Analysis, Fluid Mechanics, Environmental Governance.

WORK EXPERIENCE

Shanghai Jiguo Info Tech

Data Analyst | Shanghai | Feb 2024 - Sep 2025

Commercialization System Restructuring - Membership Growth

- After the membership feature launched, it contributed more than RMB 356,000 in monthly revenue to the core product, increased overall ARPU by RMB 0.3, and consistently accounted for 13% of the company's total daily revenue.
- To address the excessive reliance on one-time consumable purchases, extracted users' historical payment behavior with SQL and built LTV (lifetime value) and RFM models for user value segmentation; designed and launched a tiered 3-day/30-day/90-day membership system, converting high-value users into long-term subscribers.

Strategy Risk Control and A/B Testing - Loss Prevention

- Led the review of an A/B test on adjustments to female users' matching benefits. Used funnel analysis to break down the conversion path and found that limiting free usage caused the Boost Card purchase rate among high-value female users to fall by 33% period over period; issued a timely warning and drove a strategy rollback to prevent the loss of core users.
- When evaluating a traffic distribution request, measured the monetization efficiency of different product lines (ARPU RMB 1.2 vs. RMB 0.7) and estimated that traffic diversion would cause a daily revenue loss of RMB 2,500; rejected the inefficient request based on the data and avoided wasting high-value traffic.

Refined Operations and Benefit Discovery

- Compared conversion funnel data across SKUs and found that the "Location Card" had stronger purchase-driving power than the "Age Card."
- Increased exposure for this benefit on the matching page, raising the purchase rate from 1.2% to 2% and increasing the feature's weekly average daily revenue by more than 100% period over period, effectively improving long-tail traffic monetization efficiency.

Hangzhou Make a Friend Net Tech

Data Analyst, Overseas User Growth | Hangzhou | Apr 2023 - Dec 2023

- User profiling and strategy insights: Cleaned and processed behavioral data from 30,000+ male users with Python and built user profiles across multiple dimensions, including location, purchase preferences, and channel characteristics; combined purchase conversion and retention analysis to produce targeted advertising strategies.

- Advertising performance optimization: Built an advertising funnel model to monitor user conversion and repeat-purchase metrics across the full journey. Designed A/B experiments to test the click-through and conversion performance of different advertising creatives and copy, increasing advertising ROI to 180%.
- Business forecasting and visualization: Built LSTM/ARIMA-based ROI trend forecasting models to provide data benchmarks for Q2/Q3 KPI setting and budget allocation, reducing decision-making uncertainty. Produced automated reports and business-flow diagrams with Tableau and Xmind, standardized data-flow management, and shortened the decision response cycle to within 24 hours.

PROJECT EXPERIENCE

Screen Australia Box Office Forecasting Project

Project Lead | Sep 2022 - Nov 2022

- Data cleaning and feature engineering: Led a collaborative project with the Australian government-funded agency Screen Australia and cleaned and processed 22 years of movie box office data totaling 100,000+ data points; conducted exploratory data analysis (EDA) with Python and selected the key factors affecting box office revenue from 40 feature dimensions.
- Model optimization and forecasting: Built and trained multiple machine learning regression models, including Random Forest and Gradient Boosting, and introduced Lasso and Ridge regularization to address overfitting and improve model generalization.
- Project outcome: Reduced the model's RMSE (root mean squared error) to 0.017, enabling high-accuracy movie box office forecasting.

SKILLS

- Skills: Python, SQL, R, Pandas, Matplotlib, MS Office, MongoDB, Tableau, Zeppelin.
- Languages: Mandarin (native), English (fluent/professional working proficiency).