

YIWEI LU

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Authorized to work in the U.S. without sponsorship

EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA

June 2025

Master of Science in Business Analytics

Relevant Coursework: Statistics for Data Science, Data and Programming for Analytics, Machine Learning for Analytics, Management Science for Analytics, Natural Language Processing, Customer and Social Analytics, Business Data Management, Big Data Management Systems, Deep Learning and Applications, Technical and Analysis Consulting.

California State Polytechnic University, Pomona, CA

May 2021

Bachelor of Science in Computer Information System

SKILLS

Programming & Analytics: Python, SQL, R, Tableau, PowerBI, SPSS, Google Analytics,

Cloud & Databases: AWS, Azure, MySQL, PostgreSQL, MongoDB, Cassandra, Databricks.

Microsoft Office Suite: Excel, Word, PowerPoint, Access.

Design Tools: Adobe Photoshop, Vectric Aspire.

Languages: Fluent in English and Mandarin Chinese.

Soft Skills: Adaptability, stakeholder communication, time management, and independent problem-solving.

EXPERIENCE

JOHNSON & JOHNSON INC, Irvine, CA

January 2025 – June 2025

Student Data Analyst

- Built and evaluated advanced predictive models, including XGBoost and Random Survival Forests, to forecast customer churn risk, retention KPIs, and future sales performance.
- Conducted customer segmentation using K-Means clustering to identify distinct behavioral profiles and uncover high-value growth opportunities.
- Designed and deployed a full-featured React + Tailwind dashboard, integrated with SQL and Python APIs, enabling stakeholders to explore trends, risk tiers, and product performance by fiscal year, quarter, and segment.
- Analyzed multi-year sales data to detect seasonality, purchasing patterns, and market shifts; delivered strategic marketing recommendations based on machine learning insights.
- Collaborated with faculty and business stakeholders to ensure model interpretability, rollout readiness, and alignment with business strategy; delivered outcomes via dashboard demos and executive-level reporting.

CALHOME INC, Pomona, CA

October 2021 – July 2024

Business Analyst

- Automated product listings across Amazon and Home Depot using Python and AWS S3, reducing manual work and improving launch speed across platforms.
- Analyzed multi-platform sales and inventory data (Amazon, Walmart, Home Depot, Shopify) to forecast demand, identify top-performing SKUs, and support procurement and inventory decisions.
- Built dashboards and reports to guide product lifecycle strategy, supporting process improvements and inventory decisions across marketing and procurement.
- Evaluated influencer marketing impact and offline advertising campaigns using engagement and conversion metrics, providing data-backed recommendations that improved customer acquisition and brand growth.
- Conducted competitive and customer trend analysis, driving cross-functional initiatives with marketing, product, and executive teams to support product launches and vendor partnerships.
- Leveraged customer feedback and behavioral data to support product design decisions, including the introduction of CNC-engraved offerings tailored to demand signals.

PROJECTS

Uber Driver Conversion Prediction - UCI SOAR Datathon Competition

- Collaborated with a team to build an ensemble model (XGBoost + KMeans, AUC: 0.97) and deploy a dashboard to identify key conversion drivers.
- Awarded over \$1,000 in prizes including a special sponsor award for best use of StrataScratch data.

Financial Chatbot for Investors - Natural Language Processing

- Built a finance-focused chatbot integrating real-time stock APIs, sentiment analysis, and RAKE-based keyword extraction to generate personalized insights from financial news and earnings reports.
- Published a technical overview on Medium to explain the design, logic, and application of the model to investor use cases.

Airbnb Sentiment Analysis & Host Strategy - Customer & Social Analytics

- Applied clustering, correlation analysis, and TF-IDF-based sentiment modeling to uncover pricing sensitivity, guest satisfaction drivers, and deploy a review classification app with feedback learning loop.

Obesity Risk Prediction - Data & Programming for Analytics

- Applied ML models (Decision Tree, Random Forest, KNN) and statistical analysis to predict obesity risk with 94% accuracy and identify key lifestyle-related risk factors.