

Yueling Qiu

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EDUCATION

Boston University

Master of Applied Data Analytics

Sep 2025 – Present

University of California, Davis

Bachelor of Mathematics

Sep 2021 – Jun 2025

SKILLS

Tools: Python, SQL, Tableau, Excel, R, MATLAB, Google Cloud, LLM Prompting, LLM Evaluation, Applied AI Workflows

Languages: Mandarin, English

EXPERIENCE

NextTier, Sacramento, CA

Jan – May 2026

Data Analyst Intern

- Conducted customer segmentation for 10K+ users by engineering **RFM**-based behavioral features, identifying high-value cohorts that informed targeted retention campaigns and lifecycle marketing strategies.
- Developed and optimized **XGBoost** classification models to predict loyalty segments, achieving 89% accuracy and strong precision on top-value customers to improve marketing targeting efficiency.
- Led end-to-end **A/B testing** of personalization initiatives in collaboration with product and growth teams, driving an 18% increase in conversion rate and informing roadmap prioritization.
- Built scalable Tableau dashboards and automated data pipelines that enabled self-service analytics, accelerating data-driven decision-making across cross-functional product and marketing teams.

VortexNet, Covina, CA

Jun – Aug 2025

Data Analyst Intern

- Designed and executed an **A/B experiment** on 588K customer interaction records using two-proportion **z-tests**, identifying a 43% conversion rate lift attributable to ad exposure.
- Built and evaluated **Logistic Regression** and **XGBoost models** on highly imbalanced conversion data (< 2.5% positive rate), achieving 0.76 ROC-AUC while uncovering key drivers of customer conversion behavior.
- Developed an interactive Tableau dashboard with dynamic filtering capabilities for conversion analysis by date, time, and ad exposure, reducing stakeholder reporting time by 60%.
- Translated analytical findings into ad-targeting recommendations on campaign timing and exposure frequency, projecting a 15% increase in ROI while reducing inefficient advertising spend.

Shenzhen Aival Data Technology Co. Ltd., Shenzhen, CN

Jul 2024 – Aug 2024

Technical Documentation & Project Support Intern

- Collaborated with product managers and engineering teams to enhance documentation and platform interface content for a big data solution, improving usability for 100+ international users and supporting product adoption.
- Synthesized and standardized 20+ technical and business documents into stakeholder-ready deliverables, ensuring alignment across product, engineering, and client requirements.
- Created client-facing AI solution presentations that translated complex model capabilities into clear business value propositions, supporting 5+ client engagements and strengthening product positioning efforts.

SELECTED PROJECTS

American Housing Survey Classification Analysis

Feb 2026 – May 2026

- Cleaned and analyzed a large-scale 10K rows housing survey dataset, performing **EDA** to identify demographic, socioeconomic, and housing factors associated with target outcomes.
- Built and benchmarked 36 **classification pipelines** across 4 resampling strategies and 9 **machine learning algorithms** to address class imbalance and optimize predictive performance.
- Developed visualizations and stakeholder-ready reports that surfaced key housing trends and risk factors, enabling data-driven recommendations for targeted policy and resource allocation.

Recipe Review Rating Classification

Sep 2025 – Dec 2025

- Applied **NLP** and sentiment analysis to 18K+ recipe reviews, extracting text-based features to classify positive and negative feedback and quantify customer sentiment trends.
- Built and benchmarked 5 machine learning models to predict recipe ratings using review sentiment, engagement signals, and recipe characteristics.
- Engineered review-quality and sentiment features that improved model performance and enhanced interpretability of key drivers behind user satisfaction.
- Translated model outputs into customer-behavior insights, identifying the review themes and recipe characteristics most strongly associated with high ratings, providing a framework for recommendation optimization and user engagement strategies.

INDEPENDENT PROJECTS

Productivity App Development Portfolio

2026

MeowPlanner, SlackerBuddy, PastePaw, StudySprout (in development)

- Built MeowPlanner, a SwiftUI and SwiftData planner app featuring calendar scheduling, course timetable management, to-do tracking, focus sessions, habit streaks, local notifications, and WidgetKit Today widgets.
- Designed and launched SlackerBuddy, a desktop productivity application featuring automated break and hydration reminders.
- Built and deployed product websites using Vercel to support user acquisition and product visibility.