

Yifan Yu

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Education

2018.9-2022.7	University of Washington, Michael G. Foster School of Business	PhD, Information Systems	Seattle
	<ul style="list-style-type: none">GPA: 4.0/4.0;Course and Grade: Microeconomics (A), Econometrics (A), Stochastic Process (A), Machine Learning (A)		
2016.9-2018.7	Tsinghua University, School of Economics and Management	Master, Management Science and Engineering	Beijing
	<ul style="list-style-type: none">GPA: 3.72/4.0; Rank: 1/24;GRE: 321+4.0 (152+169+4.0); TOEFL: 106 (R:29, L:28, S:22, W:27)Course and Grade: Advanced Applied Statistics (A), IT & Organization (A), Advances in IS (A-)		
2012.9-2016.7	Tsinghua University, School of Economics and Management	Bachelor, Information Management and Systems	Beijing
	<ul style="list-style-type: none">GPA: 92.5/100; Rank: 1/27Course and Grade: E-Commerce (100/100), International Business (99/100), Investments (99/100), Econometrics (96/100)		
2014.7-2014.8	The University of Hong Kong	Program Delegate of Tsinghua	Hong Kong
	<ul style="list-style-type: none">Studied topics on citizen rights and rule of law with undergraduate delegates from US, Mainland, Singapore, Taiwan and HKDelivered a speech as "Representative Delegate from Mainland" in Global Young Leaders Forum of the University of Hong Kong		

Awards and Honors

- Evert McCabe endowed PhD Fellow in 2018
- Outstanding Graduates of Beijing (for Masters) in 2018 (Top 5%)
- Outstanding Graduates of Tsinghua University (for Masters) in 2018 (Top 5%)
- National Scholarship for Graduate Students in 2017 (Top 1%)
- Top 10 Volunteers of Tsinghua Graduate Students in 2017 (Top 10 of Tsinghua)
- Outstanding Graduates of Beijing in 2016 (Top 5%)
- Outstanding Graduates of Tsinghua University in 2016 (Top 2%)
- National Scholarship for Undergraduate Students in 2016 (Top 1%)
- Championship in Accenture IT Business Case Competition 2016
- Championship in Roland Berger Workshop Case Competition 2015
- F.C. Tseng Scholarship in 2014
- Cyrus Chung Ying Tang Scholarship from 2012 to 2016
- The First Prize in National High School Mathematical Olympiad (Zhejiang Province Division) in 2011
- The Second Prize in High School Physics and Chemistry Competition of Zhejiang Province in 2011

Research Experience

2014.5-2019.3	The Effect of User- and Marketer- Generated Content on Box-Office Revenue: Differences between Micro-Blog and Third-Party Platforms	Co-Author	Information Systems Research
	<ul style="list-style-type: none">Established the machine learning model (SVM) to determine the sentiments of over 1 million review tweetsCombined machine learning and econometric methodology such as PVAR to examine the predictive power of online reviewsApplied similar prediction methodology to analyze over 100 million seller reviews extracted from a Chinese leading online review platform, presented results to the company's management, successfully obtained their approval and further cooperation opportunities		
2016.4-2017.10	The Impact of Microblogging Word of Mouth Sentiments on Box Office at Different Stages	First Author	CNAIS 2017, Shanghai
	<ul style="list-style-type: none">Searched literature on Word-of-Mouth, proposed hypotheses based on Positive Bias Theory to interpret its impacts on box officeCrawled daily box office revenue data and over 656,000 microblog reviews; conducted sentiment analysis on microblog contentsIdentified varied impacts of microblogging word of mouth sentiments on the box offices at different stages by panel data regression		
2017.2-2017.10	Predict Movie Sales Using Microblog's Multidimensional Sentiments Based on Word2vec	Co-Author	CNAIS 2017, Shanghai
	<ul style="list-style-type: none">Proposed the idea of using multidimensional sentiments to predict the box office, based on the literature of Latent Semantic IndexProvided the theoretical foundation and behavioral mechanisms of how multidimensional sentiments could be predictive to salesEstablished SVR prediction models, gained (statistically) significantly better precision than single dimensional sentiments		
2016.11-2017.1	Training Large-Scale Kernel Support Vector Machine with EDC-SVM Algorithm	First Author	Research Project, Beijing

- Motivated by the problem that training large-scale kernel SVM is time-consuming, especially with high feature dimensions
- Proposed clustering methods (e.g. Kernel K-Means), divide-and-conquer strategy and parallel computing to solve the problem
- Design a new algorithm named Easy Divide-and-Conquer SVM (EDC-SVM) based on DC-SVM, implemented with MATLAB
- Accelerated ordinary kernel SVM training by roughly 150-300 times, speeded up DC-SVM by roughly 2 times, with similar precision

Work Experience

2017.7-2017.9	ICBC International, RongTong Capital	Investment Analyst Intern	Beijing
	<ul style="list-style-type: none"> • Profiled over 30 potential target companies in more than 10 industries independently, assisted team to make investment decisions • Established a MBO model to conduct valuation analysis on a privatization case of a former listed leading footwear retail company • Communicated and negotiated with limited partners, helped to make Partnership Agreements and set up client's capital accounts 		
2016.3-2016.5	Chuxin Capital (Venture Capital in TMT)	Investment Manager Intern	Beijing
	<ul style="list-style-type: none"> • Screened TMT startup companies, directly interviewed over 40 entrepreneurial teams in 6 areas, participated in due diligence • Researched target industries (such as AI customer service, live video streaming) by interviewing industry experts and gathering reports • Followed latest updates of 15 invested companies, supported them for further collaboration and fund-raising activities 		
2015.5-2016.1	Beijing Jike Future Tech Co. Ltd.	Co-Founder	Beijing
	<ul style="list-style-type: none"> • Identified business opportunity in campus printing market, established startup team with 2 partners, interviewed over 20 different printing shops across 4 universities and designed a business model based on free-printing • Designed O2O solution with partners, developed and optimized online platform with tech team, released online service within 3 months • Proposed cooperation plans to supplier, developed partnership with 5 printing shops, tracked and responded to their feedbacks • Promoted advertisement services to potential customers, successfully obtained 8 paying clients, delivered about 140,000 Ads for them 		
2015.8-2015.9	Roland Berger Strategy Consultants	Summer Intern	Beijing
	<ul style="list-style-type: none"> • Investigated 7 special vehicle markets, provided relevant intelligence by interviewing over 20 sales persons and gathering reports • Clarified key factors that drive domestic steel structure market, studied the value chain of 9 domestic competitors • Assisted consultant to draft and prove up final report, learnt external analysis and competitor analysis approach during the project 		
2014.6-2015.5	The Boston Consulting Group	Part-time Assistant	Beijing
	<ul style="list-style-type: none"> • Searched the literature and online shopping websites, assisted consultants to analyze over 100 SKUs of 35 brands in biscuit market • Collected relevant medical reports of over 10 diseases for our pharmaceuticals client, provided supporting materials to consultants • Researched shipping industry and 5 competitors' logistics assets allocation, helped client to extend global storage and shipping network 		
2014.12-2015.2	Deloitte (China)	Associate Analyst Intern	Beijing
	<ul style="list-style-type: none"> • Analyzed CRM data, discovered business lines lacked synergy, the issue was submitted to Deloitte partners' meeting to be discussed • Evaluated political and economic environment of Northern China cities, provided BD advice for next fiscal year to managing partner • Helped Deloitte to obtain potential telecom client by collecting online information and identifying 11 key members in management 		

Extracurricular Activities

2016.4-2016.5	Accenture IT Case Competition	Member in Champion Team	Beijing
	<ul style="list-style-type: none"> • Researched automotive products markets and client's value chain, identified problems on client's operation and supply chain mgmt. • Proposed integrated IT solutions to help client solve existing problems, extend business portfolio and transform operation mode • Evaluated benefits and risks of the strategy, designed implementation plan, presented the report to judges, entitled as Champion team 		
2014.8-2015.10	Tsinghua Cyrus Tang Charity Association	President	Beijing
	<ul style="list-style-type: none"> • Initiated a work plan, delivered a campaign speech, attained over 70% approval votes from 150 members and became the president • Started and operated a public welfare project, organized 30 members to recycle over 100 abandoned bikes, rewarded by the University • Operated an education program, organized volunteers to provide more than 10 kinds of different lectures for 80 campus security guards 		
2015.4-2015.7	Hoping Download Project of National Taiwan Normal University	Program Delegate of Tsinghua	Taiwan
	<ul style="list-style-type: none"> • Selected by Tsinghua as one of the 13 delegates to participate the volunteer activity Hoping Download held by NTNU • Gave lectures on Chinese traditional culture, Shadowboxing (Tai Ji), basketball and music to junior high students in Pingtung County • Facilitated cultural communication between Mainland and Taiwan, the activity was reported by Taiwan's mainstream media TVBS 		

Skills and Other Information

- Languages: Fluent in verbal and written English; Able to use English as working language
- Computer Skills: Certified EMC Academic Associate in Cloud Computing; Proficient in MS Office suite, Python/Java programming; Intermediate knowledge in SQL, R, STATA and MATLAB; Participated in several academic projects related to big data analysis, able to conduct data mining analysis, deep learning algorithms (e.g. CNN), large scale text mining and sentiment analysis
- Enjoy sports, guitar, photography and writing; Provided book reviews for the campus newspaper regularly