Yiyang Wang
3+ YOE Data Driven Problem Solver and Storyteller
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TECHNICAL SKILLS

- Programming Languages/Analytical Tools: SQL, R, Python, SAS, Excel VBA
- Data Visualization: Tableau, Power BI, Looker
- Marketing Analytics Skills: SEO, Appcues, Quantum Metric, Hubspot
- Certifications: Tableau Desktop Specialist, Advanced Google Analytics

WORKING EXPERIENCE

GoGuardian (EdTech SaaS Company)   **Remote**
Business Intelligence Analyst   **Apr. 22 - Present**
Acted as primary data analyst to provide insights for GoGuardian Admin and Teacher, a leading K-12 tech solutions in the US, safeguarding over 14,000 schools and 27 million students' browsing safety and supporting their educational journey.

- Developed BI **dashboards** to monitor website categorization accuracy and identify VPNs and hosted domains. Achieved a reduction in uncategorized sites to below 2% within 3 months, enhancing product effectiveness and stakeholder decision-making.
- Worked with Data Engineer to implement dimensional modeling for **data transformation** within Databricks lakehouse, structuring over 130 TBI annual browsing records into fact and dimension tables, achieving a 6x increase in SQL query performance.
- Led development of **product health dashboards** with key metrics. Presented insights at quarterly product meetings with C-level executives. Empowered Account Managers with tools to address setup issues and mitigate churn, achieving a gross retention rate over 85%.
- Conducted **exploratory data analysis** (EDA) to identify key metrics, set benchmarks, and establish guardrails, which provided actionable insights to Product Managers and significantly shaped the design of new features and the product roadmap.
- Developed and maintained **Salesforce dashboards** that monitor key finance metrics, including churn, renewal, and retention.
- Implemented **reverse ETL** and collaborated with Product Marketing to initiate targeted email campaigns that enhanced customer perceptions of recent product enhancements, leading to a 20-point increase in Net Promoter Score (NPS).

Comcast   **Philadelphia, Pennsylvania**
Business Analyst II   **May. 21 - Apr. 22**
- Delivered quarterly data-optimized guidance on tactical media spend for $100M budgets on a company-wide basis; Derived actionable insights from digital marketing data leveraging **Marketing Mix Modeling**, **budget optimization**, and predictive modeling.
- Collected financial and budget data from various data sources, use SQL and **VBA** to streamline reporting and support collaboration with data-modeling teams.
- Collaborated with data modeling teams to suggest model guardrails using historical and forecast market trends, shaping media strategies based on the model optimization results.

Kings United Way   **Remote**
HMIS Analyst, Part Time   **May. 21 - Apr. 22**
- Proficiently analyzed client-level data, including sensitive Personally Identifiable Information, to track housing and services provided to individuals and families facing homelessness.
- Developed and maintained 10+ dashboards, designing key performance metrics across various projects, and presenting data insights to leadership weekly.
- Created automatic query procedures, enabling non-technical members to retrieve data.

EDUCATION & PUBLICATIONS

University of Maryland, Robert H. Smith School of Business   College Park, MD, USA
Master of Science in Marketing Analytics, GPA: 3.8   **Sep. 2019 – Dec. 2020**