

Yifei YUAN

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EDUCATION

The Chinese University of Hong Kong

Hong Kong

Bachelor of Social Science in Economics (GPA: 3.52/4, Major GPA: 3.8/4)

Sep 2021 - Present

Awards & Honors: Full Tuition Scholarship; Asia-Pacific Economic Cooperation Scholarship; HKSAR Government Scholarship; Dean's List Award; S.H. Ho College Advanced Scholarship.

University of Geneva

Geneva, Switzerland

Exchange Program in GSEM (GPA: 3.9/4, Rank: 1st in 80)

Feb 2024 - Jul 2024

Awards & Honors: S.H. Ho Foundation Scholarship; OAL Exchange Scholarship.

INTERNSHIP EXPERIENCE

CUHK Business School

Hong Kong

Research Assistant (Supervisor: Prof. Zhou Yuqing)

Jul 2024 - Sep 2024

- Checked company ownership. Constructed a matched financial dataset of U.S. publicly listed companies and their global subsidiaries in Excel. Used Python and Stata for data cleaning and analysis.
- Assisted in literature review for the use of accountancy studies.
- Conducted event study and difference in difference regression and visualization on Stata.

ByteDance

Shenzhen & Manila

Global e-commerce Intern (TikTok Shop Philippines)

Aug 2023 - Nov 2023

- Market Research: Conducted market research in Southeast Asia and analyzed gaps in the e-commerce market. Produced 5 data analysis reports and provided strategies for operations. Identified and leveraged over 20 valuable opportunities.
- Strategy Analysis: Participated in 4 successful major e-commerce campaigns and managed 12 weekly operational cycles. Continuously updated strategies based on operational achievements, resulting in a notable increase in the penetration rate of cross-border sales in the Philippines market from 7% to 10%.
- Merchant Operations: Orchestrated seamless collaboration processes with suppliers. Developed and implemented 6 automated data analysis and feedback models using Excel, significantly improving cooperation effectiveness.

RESEARCH & PROJECT

Cryptocurrency Price Prediction Model

- Data Collection: Developed a web scraping tool using Python's web scrape package to retrieve specific Twitter account posts related to cryptocurrencies. Conducted data cleaning process.
- Model Construction: Utilized python package to compute online post sentiment index. Incorporated historical sentiment data and Cryptocurrency market price fluctuations to train machine learning models. Employed algorithms including LASSO and RIDGE.
- Validation: Conducted extensive validation and backtesting. The automated trading system based on the Price Prediction Model consistently outperformed manual trading by achieving a remarkable 6% higher return.

Thesis: "MBTI Personality Prediction Using Machine Learning"

Abstract: The MBTI test is a widely used personality assessment tool on social media and has applications in the recruitment screening process. Typically, testers must answer a series of behavioral questions to indicate their personality type. However, this process allows for potential manipulation of results if testers have an incentive to conceal their true personality type. Using a dataset of online speech content and self-reported MBTI tags, this research investigates the possibility of revealing a tester's MBTI type by analyzing their textual content. We find strong evidence that linguistic features correlate with MBTI personality types, and the NLP algorithm developed in this study can serve as an alternative method for MBTI testing.

SKILLS & INTERESTS

Language: English (fluent), Mandarin (native)

Computer: Python, STATA, MS Office Suit

Interest: Harmonica, Hiking, Road bicycle racing