YUJUN DENG, PH.D.

352-281-5513 | dengyujun11@ufl.edu

# Education

University of Florida, Gainesville, FL

Ph.D. in Urban & Regional Planning May 2018

M.S. in Computer Science May 2018

M.S. in Civil Engineering Dec. 2012

Nanjing University of Technology, Nanjing, CHINA

B.E. in Civil Engineering June 2011

B.S. in Economics June 2011

# Experience

BoxyCharm, Pembroke Pines, FL

Data Scientist Aug. 2018 – Present

* Developed and automated a predictive model to estimate the payment behaviors of customers every month and guide the planning of logistics.
* Analyzed the survey and email marketing data to segment the customer for personalization of product and marketing.
* Examined the integrity of data to enhance the efficiency of business intelligence and marketing.
* Developed a recommendation model to recommend products for customers and guide the product planning.
* Tested the feasibility of using an integrated platform to visualize, analyze and model data in production.

IZEA, Winter Park, FL

Data Scientist Intern Jan. 2018 – Apr. 2018

* Analyzed and modeled gigabytes of campaign data to identify the most important factors that affect how marketers evaluate opinion leaders (celebrities on social media sites).
* Reanalyzed the value of social media engagement activities (e.g. shares and likes) on different platforms and redeveloped metrics for business operations to evaluate campaigns.
* Developed, automated and maintained top line forecast models for performance of ads and analytics team to develop recommendation system.
* Developed, automated and maintained a spark-based application to extract profile information of opinion leaders.

University of Florida, Gainesville, FL

Research Fellow Aug. 2013 – May. 2016

Graduate Assistant Aug. 2013 – Aug. 2017

* Performed statistical analysis to infer the impacts of sea level rise on coastal water resources.
* Developed multiple Python-based packages to clean and analyze geo-tagged data (e.g. check-in and tweet data) for real-time estimation of human activities.
* Performed multivariate analysis to examine the impacts of built environments on human activities.
* Appointed as head TA and lecture assistant for course “Transportation and Land-Use Modeling”.

North Central Florida Regional Planning Council, Gainesville, FL

Data Analyst Intern Aug. 2013 – Dec. 2014

* Performed statistical analysis to identify the top causes of bicycle accidents and proposed solutions.
* Performed text analysis on brochures distributed in local bus to identify discrimination for non-English speakers.

# Publication

* Wang, S., Wang, H., & **Deng, Y**. (2018). Effect of meteorological conditions on onsite runoff control for reducing the hydrological footprint of green building. Journal of Cleaner Production, 175, 333-342.
* Song, J., Fu, X., Gu, Y., **Deng, Y**., & Zhong-Ren, P. (2017). An examination of land use impacts of flooding induced by sea level rise. *Natural Hazards and Earth System Sciences*, 17(3), 315. Chicago
* **Deng, Y.**, Young, C., Fu, X., Song, J., & Peng, Z. R. (2016). The integrated impacts of human activities and rising sea level on the saltwater intrusion in the east coast of the Yucatan Peninsula, Mexico. *Natural Hazards*, 1-26., Mexico”.
* Fu, X., Gomaa, M., **Deng, Y**., & Peng, Z. R. (2016). Adaptation planning for sea level rise: a study of US coastal cities. *Journal of Environmental Planning and Management*, 1-17.