

# BUSINESS ANALYTICS @ ANDERSON



BUSINESS ANALYTICS  
ASSOCIATION

Business Analytics Association is a community for all students who are passionate about transforming data into actionable insights in their professional careers. By gaining a grasp of data-driven business strategy as well as a glance into a career in data science, we enable students across the UCLA Anderson community to unlock the power of business analytics.



## Shirley Deng – President

*Hometown: Shanghai, China / Taipei, Taiwan*

*Pre-MBA: Strategy and Investment Analyst – Bytedance*

*Summer Internship: Summer Data Scientist – BCG Gamma*

*Post-MBA Goals: Tech / Consulting / Biopharma*

*Anderson Highlight: MSBA beach days and hikes, Diversity Week*

*Ask Me About: MSBA, Analytics casing, Biotech VC*

*Contact Me: [shirley.deng.2022@anderson.ucla.edu](mailto:shirley.deng.2022@anderson.ucla.edu)*



## Yash Bhatia – Vice President of Career

*Hometown: Mumbai, India*

*Pre-MBA: Software Engineer – BNP Paribas (Investment Banking)*

*Summer Internship: Data Engineer – The New York Times*

*Post-MBA Goals: Data Engineering - BigTech / Startups*

*Anderson Highlight: Thursdays at Andernoons & Yosemite for spring break*

*Ask Me About: SQL, Cold-emailing (it's an art) & Soccer!*

*Contact Me: [yash.bhatia.2022@anderson.ucla.edu](mailto:yash.bhatia.2022@anderson.ucla.edu)*



## Zhihong Zheng – Vice President of Marketing

*Hometown: Fuzhou, China*

*Pre-MBA: Project Manager – Otis Elevator*

*Summer Internship: Leadership Development Intern – Amazon*

*Post-MBA Goals: Tech / Venture Capital*

*Anderson Highlight: Anderween Halloween party*

*Ask Me About: Anderson Student Association, VC recruiting*

*Contact Me: [zhihong.zheng.2023@anderson.ucla.edu](mailto:zhihong.zheng.2023@anderson.ucla.edu)*