RUTHY YAO

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+61 433053068
https://github.com/RuthyYao

DATA ANALYST | VISUALIZATION | DATA SCIENTIST

MOTIVATION

Former astute finance analyst with great passion for data is transitioning to data analytics/data science. Seeking roles to leverage my analytical problem solving, strong communication and meticulous attention to details to support the data-driven decision-making. Certified in data analytics with extensive hands experience of creating analytics products to satisfy the end-users' need.

SKILLS & TOOLS

Programming: SQL, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Statsmodels)

Tools: PowerBI, Tableau, Excel, Github

Math: Linear Algebra, Statistics (Hypothesis Testing, AB Testing, Central Limit Theorem, Distributions)

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, K-Means Clustering

PROJECTS

"You Are What You Eat" Customer Segmentation

- Used K-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions

Boost the Business Growth through Effective Campaigns

- Used SQL query to develop analysis on the digital performance, product funnel and campaign effectiveness of an online retail business. The insights revealed on views, click-through and purchase rate would allow the management team to implement targeted promotional strategies to drive customer engagement, increase conversion and boost sales.

Movie Success Analysis

- Applied exploratory data analysis on a consolidated movies dataset compiled from four online databases. Utilized Base Python, Pandas and Matplotlib to perform the data consolidation, cleaning, feature engineering and visualization. The insights on genres, release months and production budget could be used by companies looking to increase their chances of success in movie production, optimize movie release schedule and secure funding.

EXPERIENCE

Associate FP&A Manager (Contract) - SC Johnson Professional
MARCH 2024 - SEPTEMBER 2024

- Utilized Python & Power BI to automate data manipulation, and create a dynamic debtors' report that helped senior management understand and investigate trends, compositions, and diagnose potential issues. The automation freed up 50% of the report preparation time.

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EXPERIENCE (CON'T)

- To aid the Sales team's customer pricing & discount strategy, I used Python to process data to detect errors and anomalies in the customers' pricing book. The reset of the pricing saved the company $20k on an annualized basis and facilitated several other data integrity and pricing/margin improvement initiatives.
- Solved the rebate overpayment problem through diagnosing the problem using relationship flowchart, engaging key stakeholders in action-oriented meetings and crafting solutions that promoting best practices.

Senior Finance Business Partner - Symbio Holdings
MARCH 2022 - NOV 2023

- Utilized Power BI to create monthly sales and margin dashboard. This helped the senior leadership better understand the business performance and reduced the report preparation time by 30%.
- Developed new forecast method that drill down to the underlying performance drivers. This improved the budget/forecast accuracy by 15%.
- Heavily involved in data cleaning, collection, reconciliation and transformation to create the data models for business analysis and dashboard reporting.

Commercial Analyst - SunRice Group
JULY 2021 - MARCH 2022

Finance Analyst - Greencross Pet Wellness Co.
MARCH 2018 - JULY 2021

- Identified key success factors of stores and clinics through interrogating large and complex sites, customers and financial datasets , allowing the leadership team to implement more prudent network expansion strategies and improved the capital investment return by 7%.
- Developed analysis that identified the customers and sales movement pattern post relocation, prompting the leadership team to implement targeted customer retention and engagement strategies that reduced the sales and customer leakage by 20%.
- Created unit economics analysis to evaluate the success of co-location strategy. The underperformed areas identified from the analysis prompted the leadership team to implement new measures that enhanced the effectiveness of this strategy with the co-located clinics' customers uplifted by 10%.
- Built well-structured financial models with data-driven assumptions and logically calculated outputs that supported well-informed strategic decision-making on new products and services, business acquisitions and cost saving initiatives.
- To support the grooming salon site selection, I utilized the correlation analysis to identify the drivers of grooming revenue. I developed site ranking with the selected sites delivered 25% higher revenue (vs. existing salons average).

National Finance Officer - Jones Lang LaSalle
NOVEMBER 2011 - DECEMBER 2016

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COURSES & CERTS

Data Analytics and Visualization Job Simulation (Accenture)
- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

Data Analytics Professional Certification (AcademyXi)

Actionable Learnings: Extracting & manipulating data using SQL. Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests. Utilizing Github for version control, and collaboration. Using Python for data analysis, manipulation & visualization. Applying data preparation steps including missing values, categorical variable encoding, outliers, feature transformation & scaling, feature selection & model validation.

Power BI Desktop for Business Intelligence (Maven Analytics)

- Data preparation(DAX and data modelling), data analysis, data visualization; dashboard design

Data Science Professional Certification (Data Science Infinity) - in progress

Actionable Learnings: Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time. Machine Learning pipelines to streamline the ML pre-processing & modelling phase.   Using Tableau to create powerful Data Visualizations. Turning business problems into Data Science solutions.

EDUCATION

Master of Accounting
2007 - 2010 - Macquarie University, Sydney

BCom (Finance)
2001 - 2005 - University of International Business and Economics, Beijing