


# RUTHY YAO

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## DATA ANALYTICS | DATA SCIENCE

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**MOTIVATION** *Astute commercial finance Analyst with **demonstrated strong understanding of business objectives and end user deliverables** seeking transition to data science/analytics. Passionate about translating data into insights to **solve business problems**. Certified in data analytics and pursuing a data science certification.*

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**SKILLS & TOOLS**

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

**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

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## PROJECTS

### Unlock The Customer Insight For Business Growth

- Used **SQL** to extract and manipulate data to generate **insights on customer acquisition, conversion and business growth** for a streaming service company. This could allow the management to track overtime on the business performance overall. It could also help to drive informed decision-making on how to improve customer retention and reduce churn.

### 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.

### Wine Quality Classification

- Applied **Random Forest algorithm** on wine physio-chemical properties data to predict wine quality classification (accuracy score 93.4%), identified the most influencing factors of high-quality wines using **feature importance** technique and determined their value range through **quartile analysis**. The insights could be used by the company to develop a more **focused approach on sales & marketing resource allocation** and **target** the physio-chemical properties for measure and management to improve the product quality.
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## EXPERIENCE **Associate FP&A Manager (Contract) - SC Johnson Professional**

MARCH 2024 - SEPTEMBER 2024

- Utilized both **Python & Power BI** to automate data manipulation, and create a dynamic debtors' report that helped senior management **understand and investigate trends and compositions, and diagnose potential issues**.
  - 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.
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### EXPERIENCE (CON'T)

#### 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%**.

#### Finance Analyst - Greencross Pet Wellness Co.

MARCH 2018 - JULY 2021

- Deep dived into the stores, customers and sales/EBITDA data** to develop store and customer unit economics analysis. This provides the foundation for customer acquisition, share of wallet and network expansion strategy.
- Built **robust financial modelling** to support the strategic initiatives in new store/clinics, private label expansion, local area marketing, etc.
- To support the grooming salon site selection, I utilized the **correlation analysis** to identify the drivers of grooming revenue and developed **sales prediction**. The selected sites delivered **25% higher revenue** (vs. existing salons average)

### COURSES & CERTS

#### 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.

#### 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 (Udemy)

### EDUCATION

#### Master of Accounting

2007 - 2010 - Macquarie University, Sydney

#### BCom (Finance)

2001 - 2005 - University of International Business and Economics, Beijing