

Shiyi “Ashley” Yue

(315) 746-9070 | ashley.yue117@gmail.com | open to relocation | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

PROFILE

2 yrs. of work exp. in data analytics | 5 academic yrs. in statistics/data | Proficient in SQL, Python, Excel, R, and Tableau | Data-driven problem solver, result-oriented, attention-to-detail, team player, lifetime learner

Skills: Data Wrangling, Statistical Modeling, Hypothesis Testing, EDA, ETL, Machine Learning, Data Visualization, A/B Testing, Time Series Analysis, Web Scraping, Collaboration, Presentation, Agile

Technologies: Advanced SQL, Python (Pandas, Sk-Learn, TensorFlow, PySpark), Tableau, Excel, R, NoSQL, Jupyter, AWS, GCP, Google Analytics, Salesforce, G Suite, MS Office, GitHub, HTML, MATLAB, SPSS

Certificates: [Tableau Desktop Specialist](#), [SQL\(Advanced\)](#), [Google Analytics Certification](#), [AWS Cloud Practitioner](#)

EDUCATION

University of California - Davis

Master of Science, Business Analytics (3.70/4.0)

San Francisco, CA

Aug. 2022 - Jun. 2023

Highlighted Courses: Data Management, Machine Learning, Advanced Statistics, Data Visualization, Big Data

Southwest University of Political Science and Law

Bachelor of Economics, Economics and Statistics (3.77/4.0)

Chongqing, CHN

Sept. 2018 - Jun. 2022

Highlighted Courses: Statistics, Data Mining, Time Series Analysis, Econometrics, Finance, Accounting

State University of New York at Oswego

Exchange Program, Psychology & Communication (3.83/4.0)

Oswego, NY

Aug. 2021 - May 2022

PROFESSIONAL EXPERIENCE

Fashom

Data Scientist (Practicum Project)

Miami, FL

Sept. 2022 – Jun. 2023

Leveraged AI and data analysis to help an online retail startup transfer to a B2B SaaS that offers API solutions

- **Led a team** in boosting CNN-based **image classification** accuracy from 30% to 85% with Python **TensorFlow** and Google CoLab, leveraging data augmentation, GPU cloud computing, and transfer learning
- Developed a personalized **recommendation engine** featuring Market Basket Analysis using **Python** and **SQL**
- Performed **data validation** and **EDA** on 63k+ inventory data from AWS Workspace, using **SQL** and **Python**
- **Collected** and **managed** 80K+ clothing image data from **multiple sources** using **Python** and **Chrome extensions**
- **Communicated** insights to technical and non-technical **stakeholders** using **Tableau** and **Google Slides**

PricewaterhouseCoopers (PwC)

Business Analyst Intern

Shenzhen, CHN

Sept. 2021 – Dec. 2021

Satisfied an E-commerce client with data modeling and promotion strategy design

- Applied **K-means Clustering** in **Python** to identify **customer segments** for tailored promotion policy design
- Designed an **A/B test** aimed at new users to identify **promotion policies** optimizing user conversion rates
- Employed **SQL** to compute **conversion/retention rates** and generate **summary statistics** for demographic variables
- **Presented** and explained data analytics findings and recommended strategies **to clients** using **PowerPoint**

Founder Securities

Data Analyst Intern

Shenzhen, CHN

Feb. 2021 – Jul. 2021

Contributed to data integration and data modeling projects for retail clients

- Designed **ETL** processes with **SQL** and **Python** scripts based on business requirements, ensuring **data accuracy**
- Built an **ARIMA** model in **R** on 327K+ sales records for **inventory prediction**, achieving an 84% test set accuracy
- **Collaborated** with **clients'** teams to ensure seamless **data integration** and alignment with their business objectives
- Developed **interactive Tableau** dashboards to visualize KPIs and sales performance for stakeholders

Fanhua Finance Insurance

Marketing Analyst Intern

Chengdu, CHN

Oct. 2020 – Feb. 2021

Improved marketing strategies through cross-functional collaboration and data analysis

- Boosted **CTR** by 15% with identification of **customer preferences** by designing and analyzing **customer surveys**
- **Collaborated cross-functionally** with Product and Sales teams, to align marketing strategies with product offerings
- Monitored ad data and analyzed **target customer profiles** across channels using **Excel** pivot tables and charts

PROJECTS

Customer Repurchase Analysis: Developed Random Forest models to identify customer repurchase propensity scores

Trending Music Analysis: Leveraged Logistic Regression and Confusion Matrix to predict and evaluate trending classes

Top Pizzeria in SF: Utilized Python BeautifulSoup, MongoDB, and API to request, transform, and store pizzeria data

Find more projects on [My Portfolio](#)