Shiyi "Ashley" Yue

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PROFILE

MS in Business Analytics '23 from UC Davis | Proficient in SQL, Python, Excel, R, and Tableau | Data-driven problem solver | Results-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, Image Classification, Web Scraping, Agile Methodology

Technologies: Advanced SQL, Python (Numpy, Pandas, Seaborn, Scikit-Learn, TensorFlow, PySpark), Tableau, Excel, R, NoSQL, Jupyter, AWS, GCP, Google Analytics, 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   **San Francisco, CA**
Master of Science, Business Analytics (3.70/4.0)   Aug. 2022 - Jun. 2023
Highlighted Coursework: Data Management, Machine Learning, Advanced Statistics, Data Visualization, Big Data

Southwest University of Political Science and Law   **Chongqing, CHN**
Bachelor of Economics, Economic Statistics (3.77/4.0)   Sept. 2018 - Jun. 2022
Highlighted Coursework: Statistics, Data Mining, Time Series Analysis, Econometrics, Finance, Accounting

State University of New York at Oswego   **Oswego, NY**
Exchange Program, Psychology & Communication (3.83/4.0)   Aug. 2021 - May 2022

PROFESSIONAL EXPERIENCE

Fashom   **Miami, FL**
Data Scientist (Practicum Project)   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)   **Shenzhen, CHN**
Business Analyst Intern   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
- Utilized Python and SQL to perform **EDA** on 210k+ daily user engagement data, extracting key business insights

Founder Securities   **Shenzhen, CHN**
Data Analyst Intern   Feb. 2021 – Jul. 2021
Contributed to data integration and data modeling projects for FMCG 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   **Chengdu, CHN**
Marketing Analyst Intern   Oct. 2020 – Feb. 2021
Improved marketing strategies utilizing data analysis at the ads team

- Increased **ROI** by 10% by optimizing ads **budget allocation** using **Excel optimization solver**
- Boosted **CTR** by 15% with identification of **customer preferences** by designing and analyzing **customer surveys**
- 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↗](#)