# Shiyi "Ashley" Yue

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## PROFILE

MS in Business Analytics candidate at UC Davis. A data-driven, passionate, and goal-oriented fast learner with strong competency in Python and SQL. Value positions that I can contribute to, learn from, and grow with.

**Specialties:** Hypothesis Testing, Experimental Design, Causal Inference Analysis, EDA, A/B Test, Time Series, Data Manipulation, Data Visualization, Machine Learning, Image Classification, Big Data, Business Intelligence
**Technologies:** MySQL, SQL Server, MongoDB, R, SPSS, Tableau, PowerBI, Python (Numpy, Pandas, Matplotlib, Seaborn, Scikit-Learn, SciPy, TensorFlow, PySpark), Advanced Excel, Advanced PowerPoint, AWS, GCP
**Certifications:** AWS Cloud Practitioner: GC2BYJN1QM4QQ93M, Tableau Desktop Specialist

## EDUCATION

**University of California, Davis** — **San Francisco, CA**
Master of Science, Business Analytics (currently 3.75/4.0) — Expected Jun. 2023
*Highlighted Coursework:* Machine Learning, Advanced Statistics, Big Data, Data Management, Data Visualization
*Awards*: Beta Gamma Sigma Membership (top 20%)

**Southwest University of Political Science and Law** — **Chongqing, CHN**
Bachelor of Economics, Economic Statistics (3.77/4.0) — Jun. 2022
*Highlighted Coursework:* Statistics, Data Mining, Time Series Analysis, Econometrics, Finance, Accounting
*Awards:* Comprehensive Scholarship (top 20%), Outstanding Officer of the Student Union

## PROFESSIONAL EXPERIENCE

**Fashom** — **Miami, FL (Remote)**
Data Scientist, Practicum Project — Sept. 2022 – Current
*A fast-paced e-commerce startup planning to offer B2B API solutions regarding personalized recommendations.*

- Enhanced clothing attribute **image classification** algorithm accuracy from 30% to 80% by revamping the model architecture using transfer learning (ResNetv50) within Python **TensorFlow** and utilizing Data Augmentation.
- Reduced the cost and improved the training times significantly for the clothing attribute classification model by streamlining model training through effective utilization of **Google Cloud** Vertex AI
- Showcased exceptional **communication** skills by effectively communicating work progress on a weekly basis to both technical and non-technical stakeholders.
- Improved **team** productivity by creating reusable Python functions and fostering knowledge sharing, resulting in streamlined workflows and increased efficiency.

**PricewaterhouseCoopers (PwC)** — **Shenzhen, CHN (Remote)**
Business Analyst Intern — Sept. 2021 – Dec. 2021
*One of the Big 4 firms in management consulting*.

- Revealed valuable patterns and insights by leveraging **MySQL**, **Python**, and **Tableau** to extract, process, and visualize 27K + daily user engagement data from the client's website.
- Increased conversion prediction accuracy to 76% by applying **Logistic Regression** in Python to user engagement data, using significant features identified by Lasso Regression and business acumen.
- Achieved an 84% accuracy rate in forecasting weekly conversions by developing an **ARIMA** model that utilized user engagement metrics, enabling proactive business planning.

## ADDITIONAL QUALIFICATIONS

**Exchange Experience:** Completed a one-year exchange program at SUNY Oswego (GPA: 3.83/4.0)

**Projects:** Customer Retention Analysis, Causal Inference Analysis, Sentiment Analysis of Reviews, Image Classification, Inventory Optimization, Fraud Detection, World Cup Player Visualization, Web Scraping

**Award:** Contemporary Undergraduate Mathematical Contest in Modeling (CUMCM), 2nd Prize in Chongqing Div.

**Leadership:** Fashom Practicum Project Manager, CUMCM Leader