

Shiyi “Ashley” Yue

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

PROFILE

MS in Business Analytics from UC Davis. Results-driven analytics professional skilled in Python, SQL, and Tableau. Proven troubleshooter with meticulous attention to detail in problem-solving.

Skills: Data Wrangling, Data Visualization, Machine Learning, Image Classification, Exploratory Data Analysis, Time Series Analysis, Experimental Design, Hypothesis Testing, A/B Testing

Technologies: MySQL, MS SQL Server, MongoDB, R, Tableau, Python (Numpy, Pandas, Matplotlib, Seaborn, Scikit-Learn, SciPy, TensorFlow, PySpark), Advanced Excel, AWS, GCP, HTML

Certificates: [Tableau Desktop Specialist](#), [SQL\(Advanced\)](#), [Machine Learning Specialization](#), [AWS Cloud Practitioner](#)

EDUCATION

University of California - Davis

San Francisco, CA

Master of Science, Business Analytics (3.7/4.0)

Aug. 2022 - Jun. 2023

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

Award: Beta Gamma Sigma Membership (Top 20%)

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, 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

A fast-paced e-commerce startup planning to offer B2B API solutions regarding personalized recommendations.

- Enhanced the clothing **image classification** algorithm accuracy by 40% by utilizing data augmentation and revamping model architecture using transfer learning (ResNetV2) in **TensorFlow**.
- Performed **ETL** and Visualization on 63k+ clothing inventory data from **AWS Workspace**, using **SQL** and **Python** (including pandas, numpy, matplotlib, seaborn, and requests)
- Leveraged **Tableau** to effectively communicate with technical and non-technical stakeholders.
- Improved **team productivity** by creating reusable Python functions and fostering knowledge sharing.

PricewaterhouseCoopers (PwC)

Shenzhen, CHN

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 210K+ 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 in R that utilized user engagement metrics, enabling proactive business planning.

Founder Securities

Shenzhen, CHN

Industry Analyst Assistant (Intern)

Apr. 2021 – Jul. 2021

A well-known industry consulting company in China.

- Revealed trends and seasonal patterns by performing **EDA** on 327K+ monthly sales records in the FMCG industry using **Python** and **MySQL**.
- Identified opportunities and threats for the FMCG industry by conducting a **SWOT** analysis.

Fanhua Finance Insurance

Chengdu, CHN

Financial Analyst Intern

Jan. 2021 – Mar. 2021

A well-known insurance company in China.

- Optimized financial plans using **Excel** optimization solver to allocate the budget across each marketing channel, resulting in a 10% increase in total ROI on the simulated dataset.