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. Data-driven, result-oriented, proficient 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, Web Scraping

Technologies: Python (Numpy, Pandas, Seaborn, Scikit-Learn, TensorFlow, PySpark), SQL, MongoDB, R, Tableau, Advanced Excel, AWS, GCP, HTML, MATLAB, SPSS, Stata

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

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, GPU, and transfer learning (ResNetV2) in TensorFlow on Google Colab.
- Performed ETL and Visualization on 63k+ clothing inventory data from AWS Workspace, using SQL and Python (including pandas, numpy, matplotlib, seaborn, and requests)
- Built a personalized recommendation algorithm, based on Market Basket Analysis and Apriori algorithm using Python, contributing to successfully completing the API solution.
- Leveraged Tableau to effectively communicate with technical and non-technical stakeholders.

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

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.