Shiyi "Ashley" Yue

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

PROFILE

MS in Business Analytics 23' from UC Davis. Data-driven, result-oriented, proficient in SQL, Python, Excel, and Tableau. Proven root cause identifier with meticulous attention to detail in problem-solving.

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

Technologies: Python (Numpy, Pandas, Seaborn, Scikit-Learn, TensorFlow, PySpark), SQL, NoSQL, R, Tableau, Advanced Excel, AWS, GCP, GitHub, HTML, MATLAB, SPSS, Stata, G Suite, MS Office

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 (3.70/4.0)   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
An AI-based online retailing startup transferring to B2B SaaS offering API solutions.
- Boosted clothing image classification accuracy by 40% with Python TensorFlow and Google CoLab, leveraging data augmentation, GPU cloud computing, and ResNetV2 transfer learning.
- Developed a personalized recommendation engine featuring Market Basket Analysis using Python.
- Collected and managed 80K+ clothing image data from multiple sources using Python and chrome extension.
- Effectively communicated insights to technical and non-technical stakeholders using Tableau and Google Slides.

PricewaterhouseCoopers (PwC)   **Shenzhen, CHN**
Business Analyst Intern   Sept. 2021 – Dec. 2021
One of the Big 4 firms in management consulting.
- 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   Apr. 2021 – Jul. 2021
A well-known consulting company in China.
- 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.
- Developed interactive Tableau dashboards to visualize KPIs and sales performance for stakeholders.

Fanhua Finance Insurance   **Chengdu, CHN**
Marketing Analyst Intern   Jan. 2020 – Mar. 2021
A well-known insurance company in China.
- Optimized ads budget allocation using Excel optimization solver, resulting in a 10% increase in total ROI.
- Analyzed target customer profiles across channels using Excel pivot table and charts to inform marketing decisions.

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 top pizzeria data.

Find more projects on [My Portfolio↗](#)