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.

Skills: Data Wrangling, Data Visualization, Machine Learning, Hypothesis Testing, Experimental Design, Causal Inference Analysis, EDA, A/B Test, Time Series, Image Classification, Big Data, Business Intelligence

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

Certifications: AWS Cloud Practitioner, Tableau Desktop Specialist, SQL(Advanced)

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
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

PROFESSIONAL EXPERIENCE

Fashom — **Miami, FL**
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 by 40% by revamping model architecture using transfer learning (ResNetV2-50) within **TensorFlow** and utilizing Data Augmentation.
- Extracted, preprocessed, and visualized 63k+ clothing inventory data from **AWS Workspace**, using SQL and Python (including pandas, numpy, matplotlib, seaborn, and requests)
- Leveraged analytical **storytelling** to adeptly communicate with 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**
Business Analyst Intern — Sept. 2021 – Dec. 2021

- 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 in **R** that utilized user engagement metrics, enabling proactive business planning.

Founder Securities — **Shenzhen, CHN**
Industry Analyst Assistant — 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.
- Contributed to 30-page industry reports with data **visualization** via **Excel**, summarizing key patterns.

PROJECTS

Customer Repurchase Analysis (Python & R: Random Forest, Decision Tree) **|** Causal Inference Analysis (Python: Causal Model) **|** Social Network Analysis (PySpark, SQL) **|** Image Compression (R: PCA) **|** Default Prediction (R: Lasso Regression, Cross Validation) **|** Clinics Check-In Analysis (Tableau) **|** Web Scraping (Python: BeautifulSoup)