

# Shiyi “Ashley” Yue

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## PROFILE

MS in Business Analytics '23 from UC Davis | Proficient in SQL, Python, Excel, R, and Tableau | Data-driven problem solver | Results-oriented, attention to detail, team player

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

**Technologies:** Advanced SQL, Python (Numpy, Pandas, Seaborn, Scikit-Learn, TensorFlow, PySpark), R, Tableau, Advanced Excel, NoSQL, 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

Master of Science, Business Analytics (3.70/4.0)

San Francisco, CA

Aug. 2022 - Jun. 2023

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

### Southwest University of Political Science and Law

Bachelor of Economics, Economic Statistics (3.77/4.0)

Chongqing, CHN

Sept. 2018 - Jun. 2022

*Highlighted Coursework:* Statistics, Data Mining, Time Series Analysis, Econometrics, Finance, Accounting

### State University of New York at Oswego

Exchange Program, Psychology & Communication (3.83/4.0)

Oswego, NY

Aug. 2021 - May 2022

## PROFESSIONAL EXPERIENCE

### Fashom

Data Scientist (Practicum Project)

Miami, FL

Sept. 2022 – Jun. 2023

*Leveraged AI to help an online retail startup transfer to a B2B SaaS that offers API solutions*

- Led a team in boosting 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 and SQL
- Performed data validation and EDA on 63k+ clothing inventory data from AWS Workspace, using SQL and Python
- Collected and managed 80K+ clothing image data from multiple sources using Python and chrome extensions
- Effectively communicated insights to technical and non-technical stakeholders using Tableau and Google Slides

### PricewaterhouseCoopers (PwC)

Business Analyst Intern

Shenzhen, CHN

Sept. 2021 – Dec. 2021

*Satisfied an E-commerce client by data modeling and promotion strategy design*

- 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 (Consulting Company)

Data Analyst Intern

Shenzhen, CHN

Feb. 2021 – Jul. 2021

*Contributed to data analysis and data modeling projects for FMCG clients*

- 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
- Collaborated with clients' data team to ensure seamless data integration and alignment with their business objectives
- Developed interactive Tableau dashboards to visualize KPIs and sales performance for stakeholders

### Fanhua Finance Insurance

Marketing Analyst Intern

Chengdu, CHN

Oct. 2020 – Jan. 2021

*Improved marketing strategies utilizing data analysis at the ads team*

- Monitored and ad data and analyzed target customer profiles across channels using Excel pivot table and charts
- Improved campaign effectiveness with competitive analysis and trends identification, achieving a 15% CTR boost
- Optimized ads budget allocation using Excel optimization solver, resulting in a 10% increase in total ROI

## 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 pizzeria data

Find more projects on [My Portfolio](#)