

# 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 troubleshooter 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.*

- 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.