

# Shiyi “Ashley” Yue

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## PROFILE

MS in Business Analytics from UC Davis. Results-driven analytics professional skilled in Python, SQL, and Tableau. Proven troubleshooter with meticulous attention to detail in problem-solving.

**Skills:** Data Wrangling, Data Visualization, Machine Learning, Hypothesis Testing, Experimental Design, Causal Inference Analysis, EDA, A/B Test, Time Series Analysis, 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

**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

*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

### 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 clothing attribute **image classification** algorithm accuracy by 40% by revamping model architecture using transfer learning (ResNetV2) within **TensorFlow** and utilizing Data Augmentation.
- Extracted, transformed, loaded, and visualized 63k+ clothing inventory data from **AWS Workspace**, using **SQL** and **Python** (including pandas, numpy, matplotlib, seaborn, and requests)
- Leveraged **Tableau** to adeptly present and communicate with technical and non-technical stakeholders.
- Improved **team** productivity by creating reusable **Python** functions and fostering knowledge sharing.

### 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 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 that utilized user engagement metrics, enabling proactive business planning.

### 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.
- 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*)