

Yawen Liang (Veronica)

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LinkedIn: <https://www.linkedin.com/in/yawen-liang/>

GitHub: <https://github.com/Veronicaywl> | Portfolio: <https://veronicaywl.github.io/portfolio/>

Recently earned a certificate in Data Analytics from Columbia University. Business analyst with a background in marketing and skills in Excel, VBA, Python, and SQL. Insatiable intellectual curiosity and ability to mine hidden gems located within large sets of structured, semi-structured, and raw data. Enjoys leveraging background and skill set to support detailed and efficient analysis. Strengths including analytical problem solving abilities combined with collaborating across diverse groups, makes me a valuable addition to any team.

Technical Skills

Languages: Python, R, JavaScript ES6+, HTML5, SQL

Applications: GitHub, MongoDB, MySQL, PostgreSQL, GIT, AWS, Flask, Command Line, Tableau

Tools: Excel, Scikit learn, ML, TensorFlow, Databasing, Pandas, Jupyter Notebook

Projects

NYC Restaurant Analysis | GitHub Link: https://github.com/Veronicaywl/Final_Project

This project to find out a relationship between the NYC inspection grades and the income level in the neighborhood. Also developing a website for users to look for the restaurant by zip codes.

- Role: Square role and X role in team
- Tools: Python, Pandas, SQLAlchemy, NumPy, PostgreSQL, PrimaryKeys, ForeignKeys, HTML, CSS, JavaScript

Amazon_Vine_Analysis | GitHub Link: https://github.com/Veronicaywl/Amazon_Vine_Analysis

The purpose of this project was to perform Python database CRUD operations from data sets from the Toronto Library Open Data Portal.

- Role: Sole author
- Tools: Python, Pandas, Pyspark, NumPy, Colab, AWS, PostgreSQL

Bikesharing | GitHub Link: <https://github.com/Veronicaywl/bikesharing>

Investigation on data analysis of immigration numbers into Canada and the outcomes.

- Role: Sole author
- Tools: Python, Jupyter Notebook, Tableau

Credit_Risk_Analysis | GitHub Link: https://github.com/Veronicaywl/Credit_Risk_Analysis

Investigation on data analysis of immigration numbers into Canada and the outcomes.

- Role: Sole author
- Tools: Python, Jupyter Notebook, Machine Learning

Education

Certificate, Data Analytics | June, 2022

Columbia University, New York

New York, NY

Bachelor of Arts, Applied International Business | May, 2018

Baruch College, New York GPA 3.5

Minor in Psychology and Finance

New York, NY

Work Experience

Marketing Assistant

2021 – Present

Tawa Supermarket Ecommerce

Brooklyn, NY

- Recognized by the manager, for marketing event organization and collaboration with Rutgers University and Stony Brook University, attracting 20% new customers by the school event collaboration
- Perform A/B testing on event methods, improve online sales by 10% on new sales events
- Prepared weekly sales reports, presented findings in team meetings to inform business decisions, resulting in a new marketing strategy and 7% revenue growth in 2022
- Report on performance of key metrics and collaborate to provide inputs for business reviews, planning cycles and other meetings

Family Advocate

2020 - 2021

Grand Street Settlement

Brooklyn, NY

- Assist field staff with empowering parents by providing them with the necessary education/resources to promote optimum child advocacy.
- Ensure timely and accurate completion and submission of request/reports, as well as, maintaining an effective record keeping system.
- Take an active role in the governance aspect which include, reporting enrollment, recruitment status and presenting pertinent service area information.
- Ensure program compliance of HHS Performance Standards and all other regulations that pertain to program/agency operation.

College Assistant

2018 - 2020

BMCC International Admissions

New York, NY

- Provided education documents, photocopies and organization.
- Assist over 100 prospective students applied and enrolled at BMCC
- Coordinated recruitment events and school visits. Successfully recruit about 25+ new potential students in each event
- Arranged processes mail, filed documents, and greeted the public by phone and in person. Addressed questions and/ or directed to appropriate persons