Yawen Liang (Veronica)

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LinkedIn: YawenLiang | GitHub: Yawen.Liang | Portfolio:

Business analyst with a background in marketing. Turned into Data Analyst and earned a certificate from Columbia University's Data Analytics and Visualization Boot Camp. Insatiable intellectual curiosity and ability to mine hidden gems located within large sets of structured, semi-structured, and raw data. Team-oriented individual with strengths in analytical problem solving and collaborating across diverse groups.

Technical Skills

Languages: Python, R, JavaScript ES6+, HTML5, SQL, MySQL
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 | Written link to GitHub
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 | Written link to GitHub
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 | Written link to GitHub
Investigation on data analysis of immigration numbers into Canada and the outcomes.
- Role: Sole author
- Tools: Python, Jupyter Notebook, Tableau

Credit_Risk_Analysis | Written link to GitHub
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

Content Marketer   2021 – Present

Tawa Supermarket Ecommerce

- Assist with development of digital campaigns and promotions to drive customer engagement with Audible content, including editorial campaigns, discount sales and engagement promotions
- Ensure design and copy consistency basis Audible guidelines across all owned touchpoints with the objective of maintaining a fresh and relevant content experience for customers
- Report on performance of key metrics and collaborate to provide inputs for business reviews, planning cycles and other meetings
- Perform A/B testing on event methods, including using google analytics to get the weekly report on sales

Family Advocate   2020 - 2021

Grand Street Settlement

- 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

- Provided education documents, photocopies and organization.
- Arranged processes mail, filed documents, and greeted the public by phone and in person. Addressed questions and/ or directed to appropriate persons
- Assist over 50 prospective students applied and enrolled at BMCC
- Coordinated recruitment events and school visits.