

# Yuli Zheng

email: [y252zhen@uwaterloo.ca](mailto:y252zhen@uwaterloo.ca) github: <https://github.com/Y252ZHEN>

## Education

---

University of Waterloo

Candidate for Bachelor of Computer Science and Bachelor of Statistics

## Skills

---

Languages: Python, R, C++, SQL, VBA, Javascript

Technologies: Sklearn, Xgboost, LightGBM, PyTorch

## Employment

---

May 2019 – August 2019

### Data Science Intern, WPP

- Applied media analytics and machine learning techniques to achieve advertising optimization through marketing mix modeling frameworks using Python and R
- Developed an **unsupervised clustering model** to determine the most appropriate customers for the existing ads based on demographic information, increasing ROI by 15%
- Improved ads design to optimize advertisement spending using **XGboost/LightGBM tree models** for different customer targets by monitoring click through rates and ROI
- Developed interactive business intelligence dashboards to automate data visualization processes using VBA

May 2017 – August 2017

### Web Developer, Trusted Clothes, <https://www.trustedclothes.com/blog/>

- Refactored codebase to make it more readable & maintainable by eliminating tech debt & reducing bundle sizes
- Collaborated with UI designers and stakeholders to implement new features which increased user retention time by 20% and followers by 10%
- Conducted A/B testing using **Selenium** on different users, identifying key metrics and user behavior

## Projects

---

### Stock Prices Forecasting

- Forecasted stock prices using **stochastic gradient descent algorithm** and **linear regression models** in Python
- Forecasted stock volatility using **time series models** and evaluated their performance using R

### Coding Style learner with LSTM

- This project aims to train a code autocompletion model that learns my personal coding style
- Scraped and preprocessed the codebase from my github into one-hot encodings
- Implemented a character-wise **LSTM RNN** and built a GPU-accelerated training pipeline using **PyTorch**