

YIDI GENG

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TECHNICAL SKILLS

Programming: Python / SQL / VBA / R / DAX / Javascript / css / C

Database: MySQL / MariaDB / SQLite / IBM DB2 / PostgreSQL / MongoDB

Platform & Tools: Jupyter Notebook / GitHub / Databricks / Snowflake / PowerBI / Salesforce / SAP

Modelling: Classification / Regression / Clustering / Ensemble Learning

EDUCATION

McMaster University, DeGroote School of Business

September 2021 – May 2023

MBA, Deans' Honour List, Specializing in Business Analytic, GPA 3.81/4.0

Hamilton, Canada

- Relevant Courses: Economics & Business Statistics with R, Data Mining & Business Intelligence, Data Analytics with Python, Bus. App Data Analytics & AI, Big Data in Finance

Concordia University

September 2013 – May 2017

Bachelor of Commerce, Major in Finance

Montreal, Canada

EXPERIENCES

Data Analyst - Digital Marketing

May 2023 – Present

Air Canada

Toronto, Canada

- Provided actionable insights by deep-diving post-campaign data and shaped future marketing strategies by implementing **regression models** in performance trend analyses
- Created and maintained Data Warehouse with **Snowflake** and automated data **ETL pipelines** using **Dataiku**; leveraged **SQL**, **Python**, and **BI tools** for data manipulation and solution delivery, while utilizing platforms like Google Ads, DV360, and **Adobe Analytics** for Business.
- Improved digital media activities and reporting by creating and maintaining **performance dashboards**, incorporating various data sources, and employing Power BI for reporting development

Data Analyst - Customer Development

May 2022 – December 2022

Unilever

Toronto, Canada

- Processed and analyzed ice-cream sales data from retail stores and online platforms to deliver feasible marketing strategies based on **store profiling**
- Conducted data cleaning and transformation using **Excel advanced formulas**; Performed **exploratory data analysis** (EDA) to understand the demographic of target clients with **Matplotlib**
- Implemented **K-means Cluster Analysis** using **Scikit-Learn** to generate retail store profiles for products; Applied feature selection(PCA) for better understanding of the key variables
- Automated monthly sales reports by **VBA** programming, identifying **key performance indicators (KPIs)**; reduced manual intervention 70%

Data Analyst - Internet Finance Department

May 2019 – September 2021

Western Securities

Xi'an, China

- Generated valuable insights on the sale strategies of investment products by analyzing clients' profile and behaviors; Built predictive ML models from end to end, covering **data wrangling**, **feature engineering**.
- Performed **exploratory data analysis (EDA)** on **Pandas Dataframe** to understand client's demographics, past behavior, and other related information (e.g. investment goals, risk appetite, etc.)
- Applied decision tree model to predict which investment products are most likely to appeal to target customers. Model achieved 87.53% accuracy with **hyperparameter tuning**

PROJECTS

Credit Card Default Prediction

December 2022

McMaster University

Hamilton, Canada

- Executed comprehensive data cleaning, preprocessing, and exploratory analysis on a demographic, financial, and behavioral dataset of credit card holders to uncover relevant trends and correlations.
- Utilized hyper-parameter tuning to enhance the Decision Tree model, achieving a prediction accuracy of 80%, and also evaluated several other machine learning models including KNN and Logistic Regression.
- Contributed to financial risk management and decision-making processes by implementing the best-performing model to predict credit card defaults and by ensuring robust model performance evaluation using precision, recall, F1 score, and AUC-ROC metrics.
- Demonstrated strong research skills and ability to work effectively in a team setting; collaborated closely with team members to conduct thorough research, share insights, and maintain a shared repository for efficient project completion.