

YIDI GENG

809-450 Dundas St E, Waterdown, Ontario, Canada

☎ ++1(514)839-5833

✉ yidigeng95@hotmail.com

🌐 <https://ca.linkedin.com/in/yidigeng0309>

TECHNICAL SKILLS

Programming: Python / SQL / VBA / R / DAX

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

Platform & Tools: JupyterNotebook / 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, Intern

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

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

Social Network Analysis Project

April 2023

McMaster University

Hamilton, Canada

- Employed Python Libraries (pathlib, networkx, matplotlib, etc.) to perform a comprehensive social network analysis using network metrics such as degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality. Conducted a thorough study on how network structures can provide insights into social dynamics, such as popularity, influence, and the role of individuals within a group.
- Applied regression analysis to identify statistically significant relationships between student attendance, gender, and various network centrality measures, providing insights into social interaction dynamics within a student group, helping to inform strategies for community engagement and resource distribution.