Yidan Yu

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DATA SCIENCE COMPETENCIES

Analytics Tools: SQL, Python, R, SAS, Tableau, VBA, Hadoop, Apache Spark, Apache Pig, Hive, HTML

Techniques: Classification, Regression Analysis, Data Visualization, K-Means Clustering, Natural Language Processing, Social Network Analysis, A/B Testing

EXPERIENCE

TRUIST FINANCIAL CORP. (FORMERLY SUNTRUST BANK) Atlanta, GA
Senior Data Science Analyst *Aug 2019 – Present*

- Developed a Tableau dashboard to monitor performance of approx. 3k fraud rules using false positive rate as a key metric; Improved customer experience by removing ineffective rules, preventing approx. $500k non-fraudulent transactions from being declined monthly
- Implemented new fraud rules that declined fraudulent transactions of approx. $150k by automating the extraction of fraud rules from decision trees built using SAS
- Initiated and built a GUI application using Python that identifies fraud rules with high similarity, preventing repetitive rules from being implemented; Improved ease of rule maintenance by reducing the total number of rules by 16%
- Collaborated with teammates in gathering user requirements and building a proof-of-concept web application using Python and HTML that enables non-technical business users to query data through selections and dropdown menus with potential $800k savings per year

DELOITTE & TOUCHE LLP Singapore, Singapore
Senior Associate, Audit & Assurance | Audit Analytics *Oct 2014 – May 2018*

- Improved efficiency in data manipulation and scaled up the testing coverage of sales, cost of sales and depreciation from 5% sampled population to 100% of the population using Python and SQL for more than five audit engagements
- Developed dashboards in QlikView to communicate insights to audit teams on potential risk areas, incorporating sales, cost of sales and journal entry data for more than 50 subsidiaries
- Reduced time spent on data cleaning per report from 2-3 hours to several seconds by using Visual Basic for Applications in Excel for two large audit engagements covering more than 50 subsidiaries

PROJECTS

STUDENT CAPTONE PROJECT Atlanta, GA | *Jan 2019 – Apr 2019*

- Built explanatory regression model to understand how features influence customer purchasing behavior
- Improved forecasting performance of 6-months household-level sales by 19% using LASSO regression in order to optimize marketing budget allocation

MARKETING PROJECT Atlanta, GA | *Feb 2019 – Mar 2019*

- Performed market segmentation using k-means clustering by analyzing more than 29 million transactional data
- Developed recommender system using user-based collaborative filtering to recommend discounted products to customers and improved expected revenue by approx. 37%

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL Atlanta, GA
Master of Science in Business Analytics – STEM credentialed program *May 2019*

- Goizueta Business School Scholarship | MSBA Program Student Ambassador

NATIONAL UNIVERSITY OF SINGAPORE Singapore, Singapore
Bachelor of Business Administration (Accountancy) *Second Class Honors (Upper)* *Jun 2014*

- Chairperson of Wushu (Martial Arts) Club | Director of EusoffWorks Dance Production Media Support Wing

ADDITIONAL INFORMATION

Credentials: Tableau Desktop Specialist | Member, Technology Association of Georgia

Languages: English (*fluent*), Mandarin (*fluent*), Japanese (*basic*)

Volunteerism: Volunteered at Junior Achievement Discovery Center and guided middle school students through a simulation designed to help impact and improve their personal and professional futures