Yumian Cui

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Education

- **University of Wisconsin-Madison** — **Madison, WI**
  Degree: Bachelor of Sciences — Sep 2018 - May 2022 (expected)
  Major: Economics (Math emphasis) + Data Science (GPA: 3.82)
  Academic Honors: Dean's list*2 (Spring 2018-2019, Spring 2019-2020)
  Coursework: Data Programming, Data Modeling, Statistics and Probability
  Extracurricular: Data Science club

Experiences

- **EconEx program: Department of Economics** — Madison,WI
  Research and Data Analysis Externship — Summer 2020
  - Selected for an independent research project performing data analysis related to the Covid-19 situation in New York
  - Completed over 15 hours of training on data analysis tools to apply to economic data analysis and collaborating with the mentor
  - Created data visualization using mainly Python and slightly Excel and showcased findings related to Covid's impact on consumer & retail trends in NYC
  - Acquired hands-on experiences with web-scraping and data exporting and honed additional data analysis skills by completing a LinkedIn data analysis course
- **Ernst & Young: Financial Advisory Service** — Remote, China
  Research Intern — July-Aug 2020
  - Developed research, note-taking, PowerPoint graphing (think-cell) skills while helping team perform due diligence (literature review, data collection) on American cold chain market
- **Gordon Dining Hall** — Madison,WI
  market-oriented team member — Sep 2018-Jan 2019
  - Served or made foods in different stations and communicated with customers to ensure a good dining experience, worked around 12 hours a week, each time 3 hours
  - Established strong customer service skills by handling various dining needs

Projects

- **Customer Churn prediction in Telecommunication industry** — Aug 2020
  - Developed algorithms for Telecommunication customer churn prediction based on labeled data from Kaggle via Python programming
  - Preprocessed dataset by data cleaning,categorical feature encoding,regression imputation,standardization
  - Trained supervised learning models including Logistic Regression,Random Forest,K-Nearest Neighbors and applied regularization with optimal hyperparameter selection to resolve overfitting
  - Evaluated model performance(80.6% accuracy, 65.8% precision, 55.7% recall, 83.3% AUC score for LR) via GridSearch(K-fold cross validation) and selected top features influencing customer retention

Skills

- **Programming:** Python(NumPy,Pandas,Scikit-Learn), SQL, Stata, R, LaTeX, HTML(Basic)
- **Analysis Techni:** Supervised Learning, Regularization, Model Evaluation, Exploratory Data Analysis, Hypothesis testing, A/B testing(Basic)
- **Others:** Adobe Photoshop, Microsoft(Excel,Word,PowerPoint), Adobe Premiere