Amy Ham Liu

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Education

University of Massachusetts Amherst- B.S Data Science ***Graduation May 2019***

- **Coursework:** Data Mining in Business, Business Intelligence & Analytics, Telling Stories with Data: Modeling and Visualization, Statistical Computing with R, Web Programming

Skills

Data Science

Tools: R, Python, Tableau, XLMiner, SQL, Excel, SAP

Concepts: Machine Learning, Data Pre-Processing, Regression, Neural Networks, Data Visualization

Web Development

JavaScript, Java, HTML, CSS, MongoDB, NodeJS, ReactJS, Git

Projects

Kickstarter Project & User Analysis | XLMiner, Tableau

Description: An analysis of Kickstarter project's patterns and user behavior ***Feb. 2018 – Present***

- Cleaned data and created exploratory data visualizations resulting in a readily available dataset for analysis
- Partitioned dataset to build and train a model, adjust predictors, and test the overall accuracy of the model in brand new data
- Implemented logistic regressions, classification trees, neural networks, and other machine learning methods to create prediction models allowing for user behavior reports

FIFA Player's Profitability Business Analysis | Excel, Tableau ***April 2018***

Description: An analysis of what determined the success and profitability of FIFA players

- Created a structured report for a non-technical audience presenting findings geared for the market
- Performed business analysis to predict the profitability between predictors such as age and position
- Implemented visuals of data determining key variables leading to the highest profitability

Health Frailty & Aging Study | RStudio ***November 2017***

Description: A study analyzing the relationship between predictor health variables leading to frailty

- Sanitized an existing data set allowing for data analysis and manipulation
- Created statistical models using built-in packages such as ggplot2 and mclust to help identify trends and patterns
- Produced visuals of complex data for laymen to understand and quickly identify key points

Recycling Mobile App | Android Studio ***Sept. 2018 – Dec. 2018***

Description: A functional recycling mobile tracker as a research of UI/UX design

- Conducted user research and testing, built prototypes and wireframes, and applied RA/KE methods
- Designed an intuitive and user-friendly interface focusing on user interaction and experience
- Created a gamified progression and feedback system through goals and leaderboards as competitive incentives to revisit the application.