

Sida Ye

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EDUCATION

NEW YORK UNIVERSITY

MS IN DATA SCIENCE

Expected May 2017 | New York, NY

GPA: 3.77

UNIVERSITY OF CALIFORNIA, BERKELEY

BA IN STATISTICS

May 2015 | Berkeley, CA

COURSE PROJECT

- Citibike Data Visualization
- Text Mining on Amazon's Customer Reviews
- Click Through Rate Prediction
- Sentiment Analysis on Customer Reviews
- Elder Center Database Design

COURSEWORK

GRADUATE

Data Science for Business

Programming for Data Science

Machine Learning

Big Data

UNDERGRADUATE

Machine Learning

Linear Modeling

Stochastic Process

Time Series Analysis

Data Structures and Programming

Advanced Financial Accounting

SKILLS

PROGRAMMING

Over 2500 lines:

Python • R

Familiar:

SQL • Git • SAS • Java • Amazon Web Service (EMR, EC2, Mturk) • LaTeX

LANGUAGE

English • Chinese

LINKS

Github: <https://github.com/clickpn>

LinkedIn: www.linkedin.com/in/sidaye

EXPERIENCE

FACTORY 798 MEDIA, INC. | DATA ANALYST

Jan 2016 – Present | New York, NY

- Aide the business team in identifying viable data sources for use within any business effort
- Work alongside the data science team to interpret existing data set as well as analyze any additional data sources
- Evaluate and recommend approaches to analyze our data sets (statistical analyses, sentiment analyses, etc)

SHANGHAI D-DIGITAL COMPANY. LTD | BUSINESS ANALYST

July 2015 - Aug 2015 | Shanghai, China

- Communicated with clients to understand their demand and analyzed customer data from local banks in SAS
- Increased the number of customers using online banking by 20% with feature selection and logistic model
- Assisted senior data analyst to build a logistic model of anti-fraud for a local financial company

PRICEWATERHOUSECOOPERS | SUMMER ASSOCIATE

July 2014 - Aug 2014 | Shanghai, China

- Prepared a mid-year review report for a public industrial company with senior associates and managers
- Assisted to make disclosures of money fund, financial expense and non-operating revenue and cost
- Communicated with clients and collected the specific financial operation's details to be disclosed

RESEARCH

UC BERKELEY URAP RESEARCH PROGRAM | RESEARCH ANALYST

Jan 2014 - July 2015 | Berkeley, CA

ONLINE AND OFFLINE HIRING AT ELANCE

find key features which influence hiring process

- Process millions of raw data using R, extract useful information, and integrate them in an organized manner
- Conduct self-designed surveys about trustworthiness on Amazon Mechanical Turk to collect responses
- Build logistic regression and decision tree to figure out factors which influence free lancing hiring

DESIGN THINKING DATA ANALYSIS

figure out the importance of design of products in customers's preference

- Conducted sentiment analysis of reviews for products which won Red Dot design awards, and their competitors
- Implemented statistical analysis to find consumer choice is not highly impacted by design excellence
- Learned how to clean, process and tokenize nature language by reading related academic literature