

Yifan (Melody) Gao

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KEY COMPETENCIES

- Plentiful **industrial experience** in **data analytics**. Proved cases at conveying key business relationships into profitable business results through data ETL, explanatory data analysis, data modeling, predictive analysis and data visualization
 - Handful skills in database management and **programming tools** including R, Python, SQL, Excel, Tableau, Google Analytics
 - Strong writing and verbal communication skills. Three years experiences in **client-service industry** (Financial advisor, auditor, sales in IB). practical and academic experiences in generating and presenting dashboards, presentation and documents.
 - Committed back to local community, collaboratively **team player** with interpersonal and leadership skills
 - Attention to detail, adaptive to fast-paced environment and tight deadlines, **hard-working**, excelled at problem solving
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EDUCATION

Master of Business Analytics (MBAN)

UBC Sauder School of Business

Core coursework: *predictive analysis and forecasting, Machine Learning, Data Management, CRM, supply chain Management, Decision making under uncertainty, Optimization, Consulting Practices and Project Management*

Jun 2019 - Aug 2020

Vancouver, BC

Master of Accountancy

Bachelor of Business Administration, Major: Accounting

University of Wisconsin – Madison(USA)

Sep 2017 - May 2018

Sep 2013 - May 2017

Madison, WI

WORK EXPERIENCE

Data Analyst, UBC Centre for Operations Excellence(Co-op), Vancouver, BC

May 2020 - Sep 2020

Tug assignment optimization project(*Discrete-event simulation model for improving Vancouver Harbor traffic efficiency*)

- Implemented Agile method in managing project timelines and adjusting working pace, collaborated with team of 4 analysts to develop strategies for minimum tug associated costs, leveraged Visio to document process flow and logic snapshot
- Performed data cleaning and processing based on the Vancouver Harbor logistics. Transformed existed data into parameters applicable to simulation model. Conducted explanatory analysis on weather analysis, vessel scheduling, anchorage assignment, formed regression in random numbers to reflect actual data distribution of 2019 Vancouver harbor traffic
- Utilized python SIMPY to design and build 95% confidence simulation model, reflected vessel movements and delivered optimal solutions in tug arrangement, performed testing, validation and scenario analysis on built model
- Solved business problem of acquiring certain types of tugs, provided quantitative and visualized solutions to clients.
- Developed production dashboards including updates, applied Tableau in presenting data visualization, led weekly touchpoints with client. Communicated with clients to understand requirements and initiated analytical strategies to meet expectations

Assurance associate(auditor), Deloitte, Beijing, China

Oct 2018 - Aug 2019

- Decreased chance of fraud or misconduct by 20% through applying Python NPL to process internal emails within sales departments, filtered certain red-flag words and determined senders' tones
 - Requested positive confirmations (AR, cash, money market, etc.) from 100+ suppliers and banks; Leveraged Excel to follow up and track progress, leading to a response rate 20% above Deloitte's average
 - Led client to implement data analytics techniques including Access and Power Bi, constructed template for marketing analysis and inventory report, had improved profit margin by 4 million RMB
 - Trained intern in related job duties, led to issuance of return offer; team worked with two auditors on major client
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QUANTITATIVE AND QUALITATIVE RESEARCH

COVID-19 quarantine policy Modeling (Data Mining)

May 2020 - Aug 2020

- Researched impact of COVID-19 quarantine policies in Canada. Applied Monte Carlo simulation methodology to show potential difference of death number caused by implementation of quarantine policy

Vancouver Airport electricity usage (Predictive analytics)

Apr 2020

- Chose ARIMA model in capturing pattern of Vancouver International Airport's (YVR) electricity usage for past five years, predicted next five years in R programming and offered suggestions to lower electricity usage by 5%

Marketing customer analysis (Market Research)

Mar 2020

- Defined customer segmentation by R, Crosstab, factor analysis and conjoint analysis, projected survey result to population and targeted potential customer groups for mini-van company, increased the advertising efficiency by 10%

Machine Learning in health services (AI)

Feb 2020

- Compiled Naïve Bayes, Decision Tree Classifier, logistic model, knn classifier, randomforestclassifier, cross-validate approaches to define potential factors causing heart disease, produced reports and documentation in proposal format
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COMMUNITY INVOLVEMENT

Chinese Scholars and Students Association, VP of Public Relations

Sep 2015 - Sep 2016

- Supervised 17 members and coordinated with other departments (i.e. event planning, recruiting and sponsorship)
 - Founded language program and conducted job seeking seminars, improving the employment rate of international students by 20%
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ADDITIONAL SKILLS AND INTERESTS: Visio, Access, Power Bi, ERP systems, Ms Excel, GYM, six sigma