RUO-YI (EVELYN) LIANG

Where Data Science Meets Product Strategy—Turning Analytics into Action

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WORK EXPERIENCE

Shopee Pte. Ltd. **Taipei, Taiwan**
Data Analysis Intern (Product Team) **June 2023 - Dec 2023**
- Monitored operational performance in delivery channel and saved **5%** costs by creating **10+** dashboards and reports using TrinoSQL from an **8 million+** transaction dataset
- Increased **2%** in monthly sales through A/B testing on page design using the CVR metric and applied statistical analysis
- Conducted data-driven and interview-based analyses for business and product recommendations, collaborating cross-functionally with stakeholders across **4** departments
- Developed an RNN-based machine learning model, automating employee classification and saving **20+** hours of workload weekly

Research Assistant in | Advisor: Professor Ko, Kuan-Chou **Taipei, Taiwan**
Human-Computer Interaction Lab in **National Taiwan University** **Dec 2022 - July 2023**
- Conducted Text-Based Sentiment Analysis by transforming qualitative insights from unstructured data into quantitative data
- Analyse the correlation between Autism Spectrum Condition and algorithmic bias using Lavaan in R
- Co-authored a thesis on data credibility and correlation, presented findings in academic discussions

EDUCATION

University of California, Berkeley **Aug 2025**
Master of Analytics, IEOR, College of Engineering **GPA: 3.7/4.0**
- Courses: Machine Learning, Optimization, Design of Databases, Risk Modeling, Transportation/Supply Chain and Logistics Management

National Taiwan University (NTU) **June 2024**
Bachelor of Business Administration in Technology Management **GPA: 3.8/4.0**
- Courses: Data Analysis and Machine Learning with Python, Manufacturing Data Science, Marketing Analytics, Human Computer Interaction and User Studies, Project Management

SELECTED PROJECTS

Predictive Modeling for Aviation Maintenance Optimization | UC Berkeley **Oct 2024 - Dec 2024**
- Processed and analyzed **22** million records, narrowing down to **330,000** samples, to develop a predictive model optimizing aviation maintenance, reducing costs, preventing failures, and enhancing safety
- Conducted EDA and applied SelectKBest and PCA, reducing features from **33 to 16** while retaining **95%** of variance
- Built and optimized **6** machine learning models using random search with 5-fold cross-validation, selecting a soft voting ensemble (Random Forest + XGBoost) for **0.8146** in recall (TPR) and **0.8397** in ROC-AUC

Public Bicycle Usage Analysis and Machine Learning Prediction | NTU **Apr 2024 - June 2024**
- Developed an ML model (Gradient Boosting Regressor) with **85%** R-squared accuracy to predict bicycle availability at stations using time series analysis
- Reduced operation time by **over 50%** by creating an internal simulation interface for Youbike, displaying real-time bicycle availability prediction at stations in PowerBI
- Conducted data scraping and analysis using BeautifulSoup&Pandas, generating **5** improvement strategies based on the Youbike system data
- Developed a simulated ERP system in Excel, voted **best** UI/UX design among **16** groups

SKILLS

Languages: Python, C/C++, SQL, R, C# | **Data Analysis:** NumPy, SciPy, TensorFlow, PyTorch, Pandas, Matplotlib, BeautifulSoup
Tools: Tableau, PowerBI, Github, Spark, AWS, Microsoft Office, MATLAB | **Database:** MySQL, Trino SQL, MongoDB

LEADERSHIP

Event General Coordinator of Graduates' Catered Banquet **Apr 2023 - May 2023**
- Managed a team of **25** for events (dance, singing, keynote speech, etc.) catering to **3,000+** students at Royal Palm Blvd
- Coordinated with **12** sponsors including Hua Nan Commercial Bank, Hotai Motor Co, BABI International Corp.

Event General Coordinator of BA night **Jan 2021 - Mar 2021**
- Led a team of **100+** across **7** departments for a **3+** hours performance for **400+** audience members
- Resolved unexpected issues with flexibility and leadership