Jasmine (Ziyue) Yu

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SUMMARY

A detail-oriented self-starter, with hands-on experience in data retrieving, wrangling, modeling and visualizing. Committed to apply cutting-edge business intelligence tool to create insightful visualization; 2+ years' experience in psychology research and 1+ years' experience in data analysis and reporting. Trilingual with Chinese, English and Korean.

EDUCATION

College of William and Mary, Raymond A. Mason School of Business   Williamsburg, VA
M.S. Business Analytics (GPA: 3.8/4.0)   May 2020
Coursework: Machine Learning, Database Management, Data Visualization, Optimization, Big Data, Artificial Intelligence
University of Missouri, Columbia   Columbia, MO
B. S. (Honors) in Psychology and Minor in Mathematics (GPA: 3.85/4.00)   May 2018
Curator's Grant-in-Aid Scholarship $2,000 | President's Scholarship $2,000
Publication: Yu, Z., & Womick, J., & Professor, K. (April 2018). *Does Intrinsic Interest Promote Meaning in Life*?
Languages: Fluent in English and Chinese, upper intermediate in Korean

TECHNICAL SKILLS

Python • SQL • Power BI • Tableau • Alteryx •Excel (Solver) • Google Analytics • Machine Learning • Survey Design • ETL

PROFESSIONAL EXPERIENCE

Poppy Life Care   Birmingham, AL
Remote Data Analyst   Jul. 2020 – Present
- Analyzed web traffic for organization's homepage using Google analytics; rebuilt several straightforward and multifunctional Power BI dashboards based on the old, auto generated version by scraping google analytics data; facilitated enterprise-wise decision process
- Built ETL pipeline for data warehouse against 4 different data sources using Python; applied fuzzy matching logic to integrate information from various sources and reduced manual matching effort

Riverside Health System   Williamsburg, VA
Capstone Data Scientist   Apr. 2020 – May 2020
- Deciphered PDF data with over 800 thousand medication orders from RHS and applied Regex to split and create extra features; joined external data sources to further investigate reasons causing delayed medication verification time
- Conducted clustering analysis to diagnose outlier orders and find commonalities among them; offered advice to speed up the process

BEALL GSA Business Consulting Services Ltd.   Beijing, China
Business Analyst II   Jun. 2018 – Jun. 2019
- Extracted daily transactional data from operational database by using SQL; used aggregation function to provide systematic report and stored key metrics to data warehouse
- Designed dashboard in simplicity by using Power BI and offered valuable decision-making suggestions to C-level.
- Detailed requirements from foreign clients by fully understanding their business need; provided efficient and steady communication while cooperate with groups speaking different language

University of Missouri-Columbia   Columbia, MO
Lab Research Analyst at Sheldon Research Lab & Personality Dynamics Lab   Dec. 2016 - May 2018
- Extracted 3000+ JSON survey responses semesterly from Mizzou IRB System and loaded transformed data into department database
- Analyzed the trend of volunteers' volume using Regression Models and found pattern for active participant by using Random Forest
- Enlarged 40% research sample space by organizing event periodically at department where most active participants come from

PROJECTS & COMPETITION

Raymond A. Mason School of Business Datathon   Jan. 2020 – Mar. 2020
- Lead a team of 4 MSBA candidates to compete with 20 + teams and won the third place for fraud risk analysis
- Implemented exploratory data analysis on 200 thousand credit card data by selecting correlated features and engineering useful features
- Built a random forest model and a gradient boosting tree model to classify default; resampled data to improve classification accuracy

Selected Data Science Projects
- Volunteered for professor's research project by scraping and downloading over 10000+ ongoing/ finished investment projects from Asian Development Bank in PDF, programmed in parallel to increase the runtime speed in 400%; saved human effort enormously

VOLUNTEER EXPERIENCE

Heritage Humane Society, Williamsburg, VA   Sep. 2019 – Mar. 2020
- Volunteered to participate in cage-cleaning, dog walk, and fundraiser

Bluff Creek Terrace, Columbia, MO
Lifestyle Coordinator Assistant   May 2016 – Aug. 2016
- Collaborated full-time with lifestyle coordinator to design and participate in daily activities for senior residence