Xinyi Yang (Esther)

(206)512-0988 | xyang6@uw.edu

🌐 https://favesther.github.io
 https://github.com/favesther/
in LinkedIn

EDUCATION

University of Washington
Seattle Sep 2019 – Jun 2021

Master of Science in Information Management, Specialized in Data Science and Business Intelligence

Dong Hua University
Shanghai Sep 2013 – Jun 2017

Bachelor of Science in Mathematics and Applied Mathematics, Financial Engineering track
- **Award:** 2017 School-level Undergraduate Excellent Graduation Thesis. *Solution of the Heat Equation with Robin-Robin Boundary Conditions* (2017). Supervised by: Yuming Qin PhD

PROJECTS

Yelp Help

Predicts the popularity of restaurants based on ratings and reviews.
- Added sentiment analysis parameters to balance the differences in rating standards of the users.
- Used both machine learning and deep learning methods including logistic regression, Naive Bayes, XGBoost, CNN, and LSTM to build the best model for prediction.

Microsoft Improve Azure ML studio Customer Retention Project (**ongoing**)

- analyze customer usage patterns, user funnels to generate hypotheses for validation to ultimately improve customer retention of Azure Machine Learning platform
- validate hypotheses with customer interviews, telemetry signals, and potentially run experiments

SKILLS

Communication Languages: Chinese Mandarin and Wu, English, elementary Japanese
Scripting Languages: Python, R
Front-end: html/CSS, js

Data Analytics

Supervised and unsupervised machine learning models, deep learning models for data analysis such as NLP and image classification, and cross validation for model accuracy.

Database on cloud

SQL querying on Azure database, SQL++ on AsterixDB and SparkSQL on AWS EMR.

Visualization

Visualization packages such as ggplot, matplotlib, seaborn, etc. in Python, R. Html visualization using d3.js. Tableau dashboards with multiple tabs applying user-centered design methods.

Business Intelligence

IBM Cognos Analytics on cloud. MS Access and Power BI combined data visualization to deliver business insights.

WORK EXPERIENCE

Microsoft
GSMO Services Business Program and Operations Intern

May 2019 – Jul 2019
Beijing, China

- Coordinate between different teams and departments
- Build flexible schedule to improve business process and deliver efficiencies
- Participated in the busy transition from FY19 to FY20

Suzhou Sci-Tech Innovation Group
Business Plan Consultant

Jul 2017 – Mar 2019
Suzhou, China

Former Name: **Suzhou Equity Exchange**
Parent Company: Oriza Holdings ranked No.8 of China Venture Captial & Private Equity Annual Ranking 2019
- Composed business plans for 15+ enterprises, some of them have received financing.
  - Perform independent research and analysis, and help formulate business models and tactics
  - Crystalize long-term competitive differentiation and identify target markets
  - Refine clients' ideas and strategies, and mold them into a viable business
- Designed large conference presentations and the shareholder reports.
- Participated in the planning and operations of an Entrepreneurship Training Program made up of 35 entrepreneurs