

Ruo-Yi Evelyn Liang

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SUMMARY

Data Science Meets Product Strategy—Turning Analytics into Action

EDUCATION

University of California, Berkeley

Master of Analytics, IEOR, College of Engineering

Berkeley, CA

Aug 2025 – Present

GPA: 3.7/4.0

- Courses: Machine Learning, Optimization, Design of Databases, Risk Modeling, Transportation/Supply Chain and Logistics Management

National Taiwan University (NTU)

Bachelor of Business Administration in Technology Management

Taipei, Taiwan

June 2024

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

EXPERIENCE

Data Analysis Intern (Product Team)

Shopee Pte. Ltd.

June 2023 – Dec 2023

Taipei, Taiwan

- Monitored operational performance in delivery channel and saved __PCT_PLACEHOLDER_0__ costs by creating 10+ dashboards and reports using TrinoSQL from an 8 million+ transaction dataset
- Increased __PCT_PLACEHOLDER_0__ 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

Human-Computer Interaction Lab in National Taiwan University

Dec 2022 – July 2023

Taipei, Taiwan

- 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

PROJECTS

Capstone - 2nd Prize in Google Case Competition: Dynamic Staffing Optimization

- Achieved a __PCT_PLACEHOLDER_0__ profit boost by engineering a linear programming optimization model that dynamically adjusted agent staffing in real-time

Predictive Modeling for Aviation Maintenance Optimization | EDA, SelectKBest, PCA, Random Forest, XGBoost

- 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

Public Bicycle Usage Analysis and Machine Learning Prediction | Gradient Boosting Regressor, time series analysis, Be

- Developed an ML model (Gradient Boosting Regressor) with __PCT_PLACEHOLDER_0__ R-squared accuracy to predict bicycle availability at stations using time series analysis

TECHNICAL SKILLS

Data Analysis: NumPy, SciPy, TensorFlow, PyTorch, Pandas, Matplotlib, BeautifulSoup

Database: MySQL, Trino SQL, MongoDB

Programming languages: Python, C/C++, SQL, R, C#

Tools: Tableau, PowerBI, Github, Spark, AWS, Microsoft Office, MATLAB

- Led a team of 100+ across 7 departments 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.