

# Ruo-Yi Evelyn Liang

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## SUMMARY

Data Science Meets Product Strategy—Turning Analytics into Action

## EDUCATION

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| <b>University of California, Berkeley</b><br><i>Master of Analytics, IEOR, College of Engineering</i><br>GPA: 3.7/4.0 <ul style="list-style-type: none"><li>Courses: Machine Learning, Optimization, Design of Databases, Risk Modeling, Transportation/Supply Chain and Logistics Management</li></ul>  | Berkeley, CA<br>Aug 2025 – Present |
| <b>National Taiwan University (NTU)</b><br><i>Bachelor of Business Administration in Technology Management</i><br>GPA: 3.8/4.0 <ul style="list-style-type: none"><li>Courses: Data Analysis and Machine Learning with Python, Manufacturing Data Science, Marketing Analytics, Human Computer Interaction and User Studies, Project Management</li></ul> | Taipei, Taiwan<br>June 2024        |

## EXPERIENCE

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| <b>Data Analysis Intern (Product Team)</b><br><i>Shopee Pte. Ltd.</i> <ul style="list-style-type: none"><li>Monitored operational performance in delivery channel and saved 5% costs by creating 10+ dashboards and reports using TrinoSQL from an 8 million+ transaction dataset</li><li>Increased 2% in monthly sales through A/B testing on page design using the CVR metric and applied statistical analysis</li><li>Conducted data-driven and interview-based analyses for business and product recommendations, collaborating cross-functionally with stakeholders across 4 departments</li><li>Developed an RNN-based machine learning model, automating employee classification and saving 20+ hours of workload weekly</li></ul> | June 2023 – Dec 2023<br>Taipei, Taiwan |
| <b>Research Assistant</b><br><i>Human-Computer Interaction Lab in National Taiwan University</i> <ul style="list-style-type: none"><li>Conducted Text-Based Sentiment Analysis by transforming qualitative insights from unstructured data into quantitative data</li><li>Analyse the correlation between Autism Spectrum Condition and algorithmic bias using Lavaan in R</li><li>Co-authored a thesis on data credibility and correlation, presented findings in academic discussions</li></ul>   | Dec 2022 – July 2023<br>Taipei, Taiwan |

## PROJECTS

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| <b>Capstone - 2nd Prize in Google Case Competition: Dynamic Staffing Optimization</b> <ul style="list-style-type: none"><li>Achieved a 16% profit boost by engineering a linear programming optimization model that dynamically adjusted agent staffing in real-time</li></ul>   |
| <b>Predictive Modeling for Aviation Maintenance Optimization</b>   <i>EDA, SelectKBest, PCA, Random Forest, XGBoost</i> <ul style="list-style-type: none"><li>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</li></ul> |
| <b>Public Bicycle Usage Analysis and Machine Learning Prediction</b>   <i>Gradient Boosting Regressor, time series analysis, Be</i> <ul style="list-style-type: none"><li>Developed an ML model (Gradient Boosting Regressor) with 85% R-squared accuracy to predict bicycle availability at stations using time series analysis</li></ul>                                     |

## 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

## LEADERSHIP & ACTIVITIES

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| <b>Event General Coordinator of Graduates' Catered Banquet</b> <ul style="list-style-type: none"><li>Led a team of 100+ across 7 departments for events (dance, singing, keynote speech, etc.) catering to 3,000+ students at Royal Palm Blvd</li><li>Coordinated with 12 sponsors including Hua Nan Commercial Bank, Hotai Motor Co, BABI International Corp.</li></ul> | Apr 2023 – May 2023 |
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