

# Ruo-Yi Evelyn Liang

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## SUMMARY

Data Science Meets Product Strategy—Turning Analytics into Action

## EDUCATION

### University of California, Berkeley

Berkeley, CA

Master of Analytics, IEOR, College of Engineering

Aug 2025 – Present

esumeSubSubheadingGPA: 3.7/4.0

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

### National Taiwan University (NTU)

Taipei, Taiwan

Bachelor of Business Administration in Technology Management

June 2024

esumeSubSubheadingGPA: 3.8/4.0

esumeItemCourses: 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)

June 2023 – Dec 2023

Shopee Pte. Ltd.

Taipei, Taiwan

esumeItemMonitored operational performance in delivery channel and saved 5% costs by creating 10+  
dashboards and reports using TrinoSQL from an 8 million+ transaction dataset  
esumeItemIncreased 2% in monthly sales through A/B testing on page design using the CVR metric and  
applied statistical analysis  
esumeItemConducted data-driven and interview-based analyses for business and product  
recommendations, collaborating cross-functionally with stakeholders across 4 departments  
esumeItemDeveloped an RNN-based machine learning model, automating employee classification and  
saving 20+ hours of workload weekly

### Research Assistant

Dec 2022 – July 2023

Human-Computer Interaction Lab in National Taiwan University

Taipei, Taiwan

esumeItemConducted Text-Based Sentiment Analysis by transforming qualitative insights from  
unstructured data into quantitative data esumeItemAnalyse the correlation between Autism Spectrum  
Condition and algorithmic bias using Lavaan in R esumeItemCo-authored a thesis on data credibility and  
correlation, presented findings in academic discussions

## PROJECTS

extbfCapstone - 2nd Prize in Google Case Competition: Dynamic Staffing Optimization  
esumeItemAchieved a 16% profit boost by engineering a linear programming optimization model that  
dynamically adjusted agent staffing in real-time

extbfPredictive Modeling for Aviation Maintenance Optimization | *EDA, SelectKBest, PCA, Random Forest, XGBoost*  
esumeItemProcessed 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

extbfPublic Bicycle Usage Analysis and Machine Learning Prediction | *Gradient Boosting Regressor, time series analysis, Beautiful Soup*  
esumeItemDeveloped an ML model (Gradient Boosting Regressor) with 85% R-squared accuracy to  
predict bicycle availability at stations using time series analysis

## TECHNICAL SKILLS

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extbfData Analysis: NumPy, SciPy, TensorFlow, PyTorch, Pandas, Matplotlib, BeautifulSoup  
extbfDatabase: MySQL, Trino SQL, MongoDB  
extbfProgramming languages: Python, C/C++, SQL, R, C#  
extbfTools: Tableau, PowerBI, Github, Spark, AWS, Microsoft Office, MATLAB

## LEADERSHIP & ACTIVITIES

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### **extbfEvent General Coordinator of Graduates' Catered Banquet**

Apr 2023 – May 2023

esumeItemLed a team of 100+ across 7 departments for events (dance, singing, keynote speech, etc.) catering to 3,000+ students at Royal Palm Blvd

esumeItemCoordinated with 12 sponsors including Hua Nan Commercial Bank, Hotai Motor Co, BABI International Corp.