

# Ruo-Yi Evelyn Liang

(510) 282-2716 | [ruoyi.liang@berkeley.edu](mailto:ruoyi.liang@berkeley.edu) Berkeley, CA

## 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)

June 2023 – Dec 2023

Shopee Pte. Ltd.

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

Dec 2022 – July 2023

Human-Computer Interaction Lab in National Taiwan University

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.