

Ruo-Yi Evelyn Liang

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SUMMARY

Data Science Meets Product Strategy—Turning Analytics into Action

EDUCATION

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

EXPERIENCE

Data Analysis Intern (Product Team) <i>Shopee Pte. Ltd.</i> <ul style="list-style-type: none">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 datasetIncreased __PCT_PLACEHOLDER_0__ in monthly sales through A/B testing on page design using the CVR metric and applied statistical analysisConducted data-driven and interview-based analyses for business and product recommendations, collaborating cross-functionally with stakeholders across 4 departmentsDeveloped an RNN-based machine learning model, automating employee classification and saving 20+ hours of workload weekly	June 2023 – Dec 2023 Taipei, Taiwan
Research Assistant <i>Human-Computer Interaction Lab in National Taiwan University</i> <ul style="list-style-type: none">Conducted Text-Based Sentiment Analysis by transforming qualitative insights from unstructured data into quantitative dataAnalyse the correlation between Autism Spectrum Condition and algorithmic bias using Lavaan in RCo-authored a thesis on data credibility and correlation, presented findings in academic discussions	Dec 2022 – July 2023 Taipei, Taiwan

PROJECTS

Capstone - 2nd Prize in Google Case Competition: Dynamic Staffing Optimization <ul style="list-style-type: none">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 <i>EDA, SelectKBest, PCA, Random Forest, XGBoost</i> <ul style="list-style-type: none">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 <i>Gradient Boosting Regressor, time series analysis, Be</i> <ul style="list-style-type: none">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

LEADERSHIP & ACTIVITIES

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