

# Shiyu Shi

College Park, MD, 20740

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## PROFILE

MS in Business Analytics with 2 years of analytics experience in customer analytics, finance analytics and logistic analytics, etc. Expert in data mining, quantitative analysis, collaborating with cross-functional teams and drawing actionable insights.

**Specialties:** Machine Learning, Statistical Exploratory, Data Visualization, Predictive Modeling, A/B Testing

**Skillsets:** SQL, Python (pandas, numpy, sklearn, Matplotlib, seaborn), R (dplyr, ML packages, ggplot2), Tableau, Excel

**Big Data Tools:** PySpark, Hadoop MapReduce, AWS (Amazon Web Services)

**Certification:** Tableau Desktop Specialist, AWS Solution Architect - Associate (08/2020)

## PROFESSIONAL EXPERIENCE

### Pilot Freight Service | Logistic Analytics | Snowflake, SQL, Python, Excel, Tableau

College Park, MD

Data Analyst, Capstone Project

Sep. 2020 – Dec. 2020

- Data Manipulation: Extracted and cleaned 14 billion+ data from linehaul related databases using SQL and Python.
- Mid-Week Strategy: Designed mid-week linehaul shipping strategy and conducted simulation on logistic network. The results show a 42% increase in network volume.
- Profitability Analysis: Developed a cost and revenue model with new midweek operation in Excel to analyze real time variance in volumes and truckload expenses, which can save \$250,000 annually.
- Data Visualization: Designed and Implemented interactive dashboards that highlight trends and unprofitable stations using Tableau, SQL and Excel, presenting a list of 20 stations for further actions.

### NIKE Sports China | HR Business Analytics | Excel, SAP

Shanghai, CHN

HRBP Analyst Intern, Global Operation & Technology Team

Dec. 2018 – May. 2019

- Maintained people database and monitored ongoing talent development initiatives for five business departments.
- Provided operational analysis of BP functions by analyzing HR key metrics and visualizing team-based results.
- Reduced 80% time consumed by monthly routine work by building Excel models.

## ANALYTICS PROJECT

### Deloitte NLP Analysis over Tweets about COVID-19 | Python, NLP, Clustering

Jul. 2020

- Implemented Word Frequency, Topic Clustering and Sentiment Analysis model based on tweets of United States citizens from both nation-wide and state-wide perspective and visualized results leveraging WordCloud and plotly to compare sentiment bias across United States.

### Analysis and Prediction of Movies | Python, NLP, Predictive Modeling

Mar. 2020

- Based on IMDB movie data, classified movies into different level of profitability, executed WOI (words of interest) analysis in time series by drawing word clouds to obtain representative words in movie overview for different level of gross. Finally, used classification models to predict profitability of new movies and find the important factors.

### Prediction of Booking Rate for Airbnb | R, Classification, Machine Learning

Mar. 2020

- Extracted key words using LDA (Latent Dirichlet Allocation) to create meaningful factor features for prediction, trained nine classification models and applied the best on unlabeled dataset, achieving an accuracy of 83%.

### Restaurant Recommendation Platform Design | SQL, Tableau, R

Sep. 2019

- Built databases of 1,000+ restaurant in College Park with SQL Server, created dynamic dashboards using Tableau and designed a live web interface as well as word clouds with integrated database to facilitate quick and matching restaurant searching with R Shiny scripts.

## EDUCATION

### University of Maryland, College Park

College Park, MD, USA

Master of science, Business Analytics, GPA: (4.0/4.0)

Aug. 2019 – Dec. 2020

Award: Terrapin Scholar

### Shanghai University of Finance and Economics

Shanghai, CHN

Bachelor of Management, International Business

Sep. 2015 - Jun. 2019

Award: Third-Class People's Scholarship in China (Top 10%)