

Shiyu Shi

(240) 615-6685 • Apt 415, 3420 Toledo Terrace, Hyattsville, MD, 20782

• shiyu.shi@marylandsmith.umd.edu • www.linkedin.com/in/kelsey-shi • <https://github.com/kelsey-s>

EDUCATION

University of Maryland

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

- Graduate Scholarship \$10,000
- Courses: Data Mining, Database Management System, Data Models and Big Data

College Park, MD, USA

December 2020

Shanghai University of Finance and Economics

Bachelor of Management, International Business, GPA (3.48/4.0)

- Courses: Marketing, Statistics, Mathematics

Shanghai, CHN

June 2019

DATA ANALYTICS SKILLS

- Tools: Microsoft Office (Expert in Excel), SQL, Python, Tableau, Amazon Web Services
- Technical: ETL, Machine Learning, NLP, Predictive Modeling
- Certification: AWS Solution Architect - Associate (08/2020)

DATA ANALYTICS WORK EXPERIENCE

NIKE SPORTS CHINA

HRBP Analyst Intern

Shanghai, CHN

December 2018 - May 2019

- Responsible for maintaining HR database and monitoring ongoing talent development initiatives.
- Provided operational analysis of BP functions by analyzing HR metrics and visualizing team-based results.
- Reduced 80% time consumed by monthly routine work by building Excel models.
- Launched six large-scale training events for over 500 people and received more than 70% positive feedbacks.

DATA ANALYTICS PROJECT EXPERIENCE

Deloitte NLP Analysis over Tweets about COVID-19

July 2020, USA

- Implemented Word Frequency, Topic Clustering and Sentiment Analysis model based on tweets of US citizens from both nation-wide and state-wide perspective.
- Visualized results leveraging WordCloud, Plotly and wrote a 10-page report.
- Utilized: Python, NLP, Clustering, vaderSentiment

Prediction of Booking Rate for Airbnb

March - May 2020, USA

- Extracted key words of description with Latent Dirichlet Allocation that converts natural language contents to meaningful factor features for prediction.
- Completed data munging and feature engineering on a dataset of 100k observations
- Adopted and compared nine classification models such as Random Forest and XGBoost. Applied the best model on unlabeled dataset with 10k rows and achieved an over 80% accuracy.
- Utilized: R Studio, Python, Topic Modeling, Predictive Modeling

Stock Price Prediction with Technical Analysis

September - December 2019, USA

- Conducted ETL by leveraging Yahoo Finance database API and defined two factors as predictive variables.
- Predicted ROI and Up-downs of stock price by performing ARIMA, three machine learning models and two deep learning models.
- Designed a trade simulation with four trade signals. Converted results to a 22-page final report.
- Utilized: Python, Machine Learning, Deep Learning

Restaurant Recommendation Platform Design

September - December 2019, USA

- Built a relational database containing 1K+ records related to restaurant ratings in College Park through Microsoft SQL and generated dynamic visualization using Tableau.
- Created a live web interface and word clouds with integrated database and visualizations to facilitate quick and matching restaurant searching by using R Shiny.
- Utilized: Microsoft SQL, Tableau, R Shiny