

Riley Lu

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ling.lu66.github.io/portfolio

Education	<p>B.E. Industrial Engineering - GPA 3.74 <i>University of Toronto (Expected 2020)</i> Deterministic & Stochastic Operations Research, Statistics, Human-Centered Systems Design, Data Modelling, Engineering Economics and Finance</p>
Experience	<p>Machine Learning and Dynamic Optimization Student Researcher <i>University of Toronto May 2017 - September 2017</i> Worked in a small team to model and solve a large-scale dynamic optimization pricing problem as a Markov Decision Process. Trained Q-Learning algorithm with deep neural networks to find optimal policy. Algorithm performance exceeded historical profits by \$2 million. Prepared and normalized data in Python for analysis & machine learning. Generated data visualizations. Completed extensive process documentation, and conducted numerous visual presentations to key stakeholders.</p> <p>Junior Data Analyst <i>Tsunami Analytics April 2017 - May 2017</i> Communicated with clients to understand demands and problems. Used Google Analytics and search engine optimization processes to drive targeted traffic and increase website visibility. Analyzed and provided insight on areas of improvement regarding web design and usability - increased traffic by 83% on average.</p>
Projects	<p>Consumer Attitude Analysis Script Used Sentiment Analysis from the Natural Language Processing Toolkit to process text posts and comments accessed through an API in an online forum. Performed predictive modeling using Python and SQL to extrapolate future trends.</p>
Achievements	<p>National Business and Tech Competition - 2nd Place Created and presented cost-effective solution to help diabetic children develop coping skills and improve quality of life. Developed a comprehensive go-to-market strategy inclusive of a product road-map and customer journey.</p>
Tools	<p>R, SQL, Excel, Git, Scikit, Python, Java, Javascript, HTML, CSS, Photoshop,</p>