

# Guiting Ye

3555E Edison Street, San Mateo, CA | 734-389-9753 | tinaye@umich.edu

## Education

**University of Michigan School of Information, Ann Arbor, MI, USA** **April 2014**

Master of Science in Information, Information Analysis and Retrieval Specialization, GPA: 3.91

Honors: 2013 Grace Hopper Celebration of Women in Computing Zendesk Scholarship

**Beijing University of Posts and Telecommunications, Beijing, China** **June 2012**

Bachelor of Management in Information Management and Information Systems

Honors: Excellent Student Honor, 1st Prize Scholarship for Academic Excellence (top 5%)

## Related Experience

**EMC Corporation, Hopkinton, MA** **Jun. 2014-Present**

*Data Analyst*

- Explored millions of service requests using Python and Tableau
- Identified knowledge gaps and discovered keywords for each gap using text clustering
- Created a dashboard embedded with identification process to help users explore knowledge gaps under different conditions and improve training efficiency
- Collaborated with multiple teams remotely to develop a microsite under EMC.com, which displays analysis techniques that EMC uses to improve customer experience
- Received an Excellence@EMC Silver Level Award which is for individuals whose extra efforts have an obvious and positive impact on business results and customer needs

**University of Michigan, College of Engineering, Ann Arbor, MI** **Jan. 2013-Apr. 2014**

*Consultant*

- Designed and implemented a database using Access 2010 to manage thousands of student academic records
- Built a user-friendly dashboard to support daily data analysis using VBA and SQL

*Research Assistant*

- Originated a well-documented data collection tool to retrieve alumni's profile information through LinkedIn APIs using PHP, MySQL, and HTML&CSS
- Defined career and academic variables by applying cluster analysis and factor analysis
- Created an analysis methodology to identify relationships between undergraduate collegiate experiences and subsequent post-graduate professional growth

**Accenture, Beijing, China** **Aug. 2011-Apr. 2012**

*Consulting Intern*

- Optimized and redesigned the survey-effects analysis methodology to better support the creation of a business operating model in shared service center assessment project
- Generated parts of a budget model and small analysis tools after investigating client's subsidiary companies' business processes in financial budget analysis project

## Selected Projects

- Constructed an interactive visualization including maps and charts that provides occupational information to help people explore and evaluate the employment situation in the states using JavaScript (D3.js) and HTML&CSS
- Implemented the library search engine based on Lucence with Java and evaluated the search engine performance under different search algorithms
- Provided suggestions to effectively utilize web site and social media for Smithsonian Gardens by analyzing statistical data from Web Trends and Google Analytics

## Certificate

- EMC Proven Professional Data Science Associate (EMCDSA), Verification Code: JZ2WQ1ZQFMEEJDN

## Data analytic skills:

- Statistics
- Data Modeling
- Data Mining
- Text Mining
- Information Visualization
- Network Analysis

## Programming Languages:

- JAVA
- Python
- SQL
- PHP
- R
- JavaScript
- VBA
- HTML&CSS

## Software:

- SPSS
- RStudio
- Tableau

## Language skills:

- Mandarin
- English

## Relevant courses:

- Exploratory Data Analysis
- Data Manipulation
- Information Retrieval
- Networks
- Database App Design
- Mathematical Statistics
- Marketing Research
- Contextual Inquiry
- Operations Research