Yihui Fan

Data Scientist | Business Analytics & Consumer Behaviours

Postgraduate training in both Machine Learning and Social Science, together with 6 years of work experience in data science, behavioural science and management consulting equipped me with a unique skill set for delivering data-driven business insights.

pressto.fanyihui@gmail.com +44(0)7738 630073

London, United Kingdom

databentobox.com 📟

linkedin.com/in/yihui-fan-datascience in

WORK EXPERIENCE

Senior Data Scientist **Decision Technology**

10/2014 - Present London

Consulting company specialising in understanding and predicting customer behaviours with experimental psychology, cognitive science and statistics

- Lifted customer conversion rate by 17% by mining clients' big data sets and building statistical models to identify enablers and blockers for product consideration
- Accurately forecast sales for clients by deploying ARIMA and neural network based time series models accounting for marketing and promotion activities
- Boosted customer lifetime value for clients by optimising product offerings and improving experience through A/B tests and randomised control trials
- Automating the process and classification of textual data by training and deploying deep learning models, reducing operational cost for clients
- Slashed data model deployment time from days to hours by implementing a DevOps framework leveraging Docker and container orchestration
- Designed and built dashboards that track clients' key metrics during COVID-19 and facilitate post-lockdown strategic business planning
- Effectively managed a team of junior data scientists and worked closely with other business functions on multiple concurrent projects
- Translated data to actionable insights and recommendations and communicated results to (non)technical stakeholders across different functions

EDUCATION

MSc Machine Learning Birkbeck, University of London

09/2016 - 09/2018

Distinction

Selected Courses

- Big Data Analytics
- Parallel Computing and **Distributed Systems**
- Machine Learning
- Data Mining & Warehousing

MSc Sociology University of Oxford

09/2013 - 09/2014 Selected Courses

Distinction

First

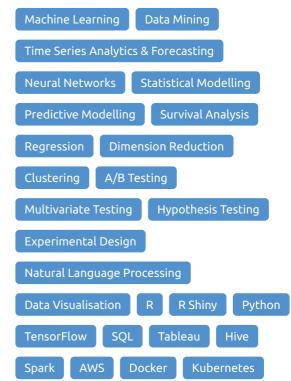
Statistics

Experimental Design

BA Linguistics and Sociology University of Manchester

09/2011 - 09/2013

SKILLS



PROJECTS

Data Science blog: databentobox.com (10/2016 - Present) 🗹

- databentobox.com is a blog where I showcase my personal data science projects and share thoughts on statistics and programming
- Blog articles are frequently re-posted by R-bloggers and KDnuggets and have gained traffic in the data science community
- Specifically, the recent project Simulating Coronavirus Outbreak with Origin-Destination Matrix and SEIR Model attracted 20k views

MSc Machine Learning Project: Tackling Toxic Comments Using Convolution and Recurrent Neural Networks (06/2018 – 09/2018)

- Going beyond standard sentiment analysis, the goal of this project is to build an automated tool to identify online toxic comments
- Neural network based classification models (bidirectional GRU-CNN) with pre-trained word embedding were built
- The final model achieved state-of-the-art classification results and the MSc project was awarded distinction

LANGUAGES

Native or Bilingual Proficiency

Mandarin Chinese

Native or Bilingual Proficiency