Szu-Min Yu

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Conceptual researcher with the passion for solving analytical problems
Communicator with experiences in public speaking

EXPERIENCE

DKC (Dan Klores Communications)   New York, United States
Data Scientist – Analytics   Feb 2019 – Present
- Maintained data infrastructure for the interaction with social media platform including Facebook Marketing API, Twitter API, and Instagram API.
- Demonstrated business insights from audience demographics and behavioral data to multiple stakeholders to promote marketing and advertising performances.
- Applied machine learning algorithm for the growth of stakeholder's interests, including membership base, audience size, and product revenue.
- Established reusable statistical methodology for audience segmentation and competitor analysis for b2b and b2c companies, such as Oracle NetSuite and Bolon Eyewear.
- Developed measurement and applied parametric analysis for survey data for stakeholders, such as WHISTLE™ by Kinship, OpenTable, and Airbnb.
- Visualized audience profile and communicated with non-technical clients for developing business strategy plans.
- Built dashboards for stakeholder's sales data and tracked campaign performance, such as conversions for future marketing strategy optimization.
- Mentored junior staff by leading data science workshops and providing career development advice.

New York Police Department   New York, United States
Data Analyst Intern   June 2018 – Dec 2018
- Development of baseline model for statistical analysis of equity, inclusion, and fairness variables for the Office of the Deputy Commissioner of Equity and Inclusion.
- Provided statistically consultation for analyzing, modeling, and predicting distribution and nature of complaints and crimes in NYC's five boroughs.
- Processed crime stats data, including shootings, arrests, summonses, and complaints databases to examine policing practices. Presentation of data processes with internal stakeholders.
- Visualized demographics of perpetrators and victims to assist with evidence-based neighborhood policing practice.

EDUCATION

New York University   New York, United States
Master of Arts, Applied Quantitative Research (GPA: 3.74)   Jan 2019
Thesis topic: The Impact of the Motherhood Penalty on Single Mothers' Earnings in Taiwan.
Relevant Coursework: Machine Learning, Applied Quantitative Analysis, Data Analysis and Visualization, Design of Social Research, Social Stratification.

National Taiwan University – Ranked 1st in Taiwan   Taipei, Taiwan
Bachelor of Laws (GPA: 3.82/4.30)   June 2017
Bachelor of Arts, Major in Political Science, Minor in Gender and Women's Studies (GPA: 3.88/4.30)
Relevant Coursework: Applied Statistics, Economics, Research Methodology of Social Science

DATA SCIENCE PROJECTS
- Developed a movie recommendation system using content-based and collaborative filtering algorithms from 45,000 movies and 20,000 user ratings (Rake-NLTK, Sklearn, Sklearn-Surprise)
- Predicted 4554 amino acid sequences using K-Nearest Neighbors and LSTM (Sklearn, Keras)
- Built an application - interactive map for selecting restaurants in Las Vegas (Shiny)

AWARDS & LEADERSHIP
- Co-organizer and speaker of the Taiwanese Data Professionals Meetup in New York.
- Volunteer data scientist at Out in Tech New York.
- Winner, Diversity Scholarship, PyData New York 2018.
- Member of NYU LGBTQ Center and Graduate School of Arts and Science Program Board

SKILLS
- *Data Science and Statistics:* R, Python, Relational Databases (SQL), SPSS, Stata, Git.
- *Data Modeling*: stats, caret, glmnet, boot, tree, randomforest; Scikit-Learn, XGBoost, Keras
- *Data Transformation and Visualization:* dplyr, tidyverse, ggplot2, plotly, ggmap, ggnet; RShiny; Pandas, NumPy, Matplotlib, Seaborn; Tableau.
- *Languages:* English, Mandarin Chinese.