Tzu-Ying Yu

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EDUCATION

University of Toronto
Honor Bachelor of Science **2018 to 2023**
Double Major in Statistics and Economics, Minor in Mathematics
Relevant Courses: Statistical Methods for Machine Learning, Time Series Analysis, Applied Regression Analysis, Macroeconomic Finance with machine learning application, Financial Economy

HIGHLIGHT OF SKILLS

Programming Language: R, Python, MS Excel – VBA, SQL.
Data Visualization: Tableau, Python – Seaborn, Matplotlib, R – ggplot2.

- Proficiency in data analysis using Python and data visualization using Tableau to create data-driven business insights demonstrated through the role of data analyst in Card Mafia.
- Self-motivated learner and high interest in data innovation proved by obtaining Tableau Certified Desktop Specialist and Harvard

WORK EXPERIENCE

Data Analyst Intern **2023**
Riffle Shuffle, Toronto

- Validated store's data from multiple eCommerce platform and performed in-depth data cleaning techniques using SQL.
- Developed tailor-made customer segmentation analysis based on cohort analysis and various clustering methods using Python.
- Launched and oversaw the Kickstarter campaign, achieving a remarkable 425% surpassing the initial goals.

Research Analyst **2021**
Mainstay Housing, Toronto

- Worked closely with Mainstay's staffs to develop an actionable suggestion to accelerate the waitlist process in affordable housing for marginal groups.
- Supported the aging-in-place research project by analyzing and organizing current staff's survey data using R.
- Showcased the research findings with intelligible data visualization using R and MS Excel.

PROJECT

Housing Index Prediction Time Series Analysis **2023**

- Forecasted the future Toronto housing index based on the last ten years' monthly housing index extracted from Statistics Canada using R programming.

Cookhouse Design Thinking partner with Argus, Toronto **2022**

- Conducted market research and data analysis and incorporated findings into refining price tiers on existing insurance services and digital marketing solutions.
- Presented, led, and followed up with the business proposals, resulting in bringing 5% more new customers

Classification for Credit Default **2021**

- Implemented four classification methods, including logistic regression, naïve Bayes, random forest, and decision tree to predict the cost of defaulting in credit using Python programming.