

YANAN SHI

y38shi@gmail.com

linkedin.com/in/yananshi

SKILLS

Tool/Language

Python, SQL, Tableau, PowerBI

Other

Data visualization, cleaning and manipulation, machine learning, KPI dashboard reporting

EXPERIENCE

Manulife

Data Science Engineer
2020 - Present

Launched a predictive retention tool for client relation managers that will retain ~\$5M in assets over the next 3 years

Associate Data Science Engineer
2019 - 2020

Worked closely within the digital adoption squad and provided insights, analytics and recommendations; enabling the squad to effectively set KPIs and make strategic action plans to drive adoption

Implemented a classifier model to help business prioritize engagement and minimize churn

Built and automated the data pipeline and reporting for one of the most successful digital initiatives to drive web registration and mobile app awareness

Created multiple dashboard using Tableau and PowerBI for reporting and provide self-serviced data to different business units

TD Canada

Business Intelligence Developer
2017 - 2019

Implemented and maintained various reporting solutions; this involved data manipulation, data mining, data cleansing and creating ETL pipelines

Assisted business partners in data analysis and provided data driven insights to optimize business processes and improve performance

LoyaltyOne

Insights Analytics Co-op
2016 - 2016

Generated insights and uncovered new marketing opportunities. Worked closely with marketing managers to measure and predict email campaign effectiveness

Created a self-serve target market estimation tool using Tableau. This tool provided marketing manager with the ability and flexibility to select and change their target market criteria on demand

EDUCATION

University of Waterloo

Bachelor of Mathematics
Math & Business, Minor in Computer Science

City University of Hong Kong

Exchange Semester