**Yilin Gong**

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**SUMMARY**

Enthusiastic and talented individual with strong data science, and Information science background seeking the position of [Data Analyst/Business Analyst/Product Analyst/Data Scientist]. Bringing outstanding projects experience in end-to-end analyzing, modeling, and interpreting data to help company and clients achieve goals and exploit opportunities.

**EDUCATION**

**University of Chicago Chicago, IL**

*Master of Analysis Present(Expected Graduated at 2023)*

**University of Colorado Boulder Boulder, CO**

*Bachelor of Science, Information Science (GPA: 3.90/ 4.00)* *Aug 2018 - Dec 2021*

*Minor in Technology, Arts and Media*

* *Honors: Dean’s List in 2018, 2019, 2020, 2021*
* *Reilly News Ed Scholarship - CMCI 2021*
* *Honor of Outstanding Performance – DIAN 2021*

**PROFESSIONAL EXPERIENCE**

**Assistant in Information Exploration Aug 2021 - Dec 2021**

**University of Colorado Boulder Boulder, CO**

* Developed course material along with Professor and other instructors for information science relevant courses
* Held two office hours per week to clarify conceptual questions and help with homework problems and graded weekly assignments
* Built professional skills to handle any unexpected situations.

**Lab Assistant Feb 2020 - May 2020**

**University of Colorado Boulder Boulder, CO**

* Taught Python Classes over 20+ students and prepared course material and hands-on tutorials
* Devised presentations for students to follow up and answering questions in any time
* Wrote a series of user defined functions for students’ reference and developed a GitHub repository for the code sharing

**PROJECT EXPERIENCE**

**Data Driven Investment Analyst (API, Analysis) Sep 2021 - Nov 2021**

* Collected the stock data and financial data of 1000+ companies using Python
* Applied KMV analysis model and predict credit issue of a public-traded company
* Analyzed probability to default score and defined a baseline to select a list of potential companies for Google investment

**U.S. COVID-19 Big Data Visualization (Plotly, visualization) Feb 2021 - May 2021**

* Conducted data quality analysis and pre-processing by performing data cleaning and data transformation
* Designed the Covid-19 visualization dashboard using interactive plotly, altair
* Analyzed the important features that might cause the pandemic spread, and visualized in heatmap and correlation matrix

**Sentiment Analysis of Movie Reviews (NLP, Python)** **Aug 2020 - Dec 2020**

* Cleaned over 5K textual review data by removing stopwords, punctuation, tokenization and lemmatizing using python
* Completed featurization with the exploration of multiple review text vectorization method such as CounterVectorizer, TF-IDF, n-gram
* Conducted sentiment analysis with the development of KNN, Logistic Regression, RF, etc model
* Tuned the parameter for a better prediction, and logistic regression achieved the best 80% accuracy rate

**Shopper Boosting in Marketplace Experiment (A/B test, Marketing User Acquisition) Feb 2020 - May 2020**

* Defined key metric of the A/B test and evaluated the effectiveness of A/B experiment by hypothesis analysis
* Performed shopper behavior analysis to find insights using Python and Excel and provided executable plans
* Analyzed the CPA of multiple acquisition channels and provided marketing solution for leads generation
* Made recommendations on shopper side to boost on their behavior data analysis during the experiment

**User Engagement Analysis (Analytics SQL, User Behavior Analysis) Feb 2020 - May 2020**

* Using Funnel Analysis, Cohort Analysis and Segmentation Analysis to find the root cause of the decrease of the user engagement
* Organized and manipulated relevant data in SQL to generate suitable data frame to analyze the trend in the user engagement
* Using Tableau to present the trend in user engagement over time and across different conditions on geography and devices
* Generated and presented a PowerPoint report on the conclusion of the analysis of the user engagement

**SKILLS**

* Analysis: Advanced SQL, Tableau, Excel
* Programming: Python (Pandas, NumPy, Sklearn, Matplotlib), R, HTML, CSS
* Statistics: A/B Test, Hypothesis test, Z test, T test, F test, Chi-Square, ANOVA analysis
* Machine Learning Models: Logistical Regression, Random Forest, GBDT, K-means, Time Series