

YUEH-HUAN (KEVIN) HO

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EDUCATION

University of California San Diego

Master of Science in Business Analytics

San Diego, CA

Jul. 2022 – Dec. 2023

Fu Jen Catholic University

B.B.A in Finance and International Business

Taipei, Taiwan

Aug. 2017 – Jul. 2021

SKILLS

Languages: Python, R, SQL (Postgres, SQL Server), SAS

DS Tools: Tableau, Spark, A/B Testing, AWS (SageMaker, Glue, Athena, EMR), Git, Hugging Face

Libraries: Pandas, NumPy, Scikit-learn, SQL Alchemy, Keras, Statsmodels, Pytorch, Matplotlib

Other Skills: Marketing Optimization, Recommender Systems, Fraud Analytics, Customer Analytics

Certification: AWS Certified Machine Learning Specialty

EXPERIENCE

Data Scientist Intern

Jun. 2023 – Aug. 2023

Rocket Companies - Client Growth

Detroit, MI

- Created a **retention model** leveraging client's journey and milestones completion data that identified decile with clients having a **twice close rate** than average, contributing to optimizing B2B and B2C marketing strategies
- Built a **lead forecasting model** (Beta Regression) that identified the 5 most effective marketing channels and affiliate partners, **reducing lead forecasting error rate by 22%**
- Constructed a data and ML model pipeline using **SQL Server** and **SageMaker**, querying over 30 million rows of data to enable statistical analyses and model building
- Collaborated with marketing teams to design **A/B testing** framework for model production

Research Assistant

Oct. 2021 – Jul. 2022

Fu Jen Catholic University

Taipei, Taiwan

- Designed the data pipeline, used Python to conduct feature engineering, and analyzed relationships between CSR decoupling and firm's performance indicators
- Discovered the significant impact of CSR decoupling on companies' financial metrics** by building regression models and conducting multiple hypothesis tests on 607 Taiwanese companies' CSR indexes
- Built Random Forest models that predicted loan status for 900K+ customer records with **68% recall**, leveraging techniques including K-fold **cross validation**, **SMOTE data resampling**, and **feature engineering**

Business Analyst Intern

Jun. 2020 – Sep. 2020

Metro Walk Shopping Center - Marketing Optimization

Taoyuan, Taiwan

- Used excel modeling (Linear Regression) to analyze historical sales data for 40 categories of products, and conducted customer analytics by designing and collecting 500 questionnaires
- Developed market strategies that **increased company revenue by 11%** through analyzing over 20 product metrics and customer behavior indicators

PROJECTS

Guidewire Software - Capstone | Home Insurance Internal Water Loss Analysis

Feb. 2023 – Jun. 2023

- Built models (Logit, Random Forest, and LightGBM) that predicted internal water loss for 797K property records with 970 variables, **improving AUC by 15%** through **feature engineering** and **ensemble learning**
- Developed insurance premium strategies by ranking model predictions into deciles, which provided client segmentation, business insights, and decision cut-offs **enabling an 8.5% increase in revenue**

Credit Card and Property Fraud Analytics | Python, PCA, Fraud Model

Feb. 2023 – Jun. 2023

- Built ML-based fraud models (**MLP**, **RF**) that predicted fraudulent credit card behaviors and assigned credit scores, generating an estimated **\$20 million in additional profit** through reduced fraud and optimized lending strategies
- Used **unsupervised model (PCA)** and **auto-encoder (MLP)** to calculate fraud scores from 1M+ New York property records with 32 variables, enabling clients to identify potentially fraudulent entries

Stock Prediction System using Machine Learning | Python, MySQL, Telegram API

Feb. 2023 – Jun. 2023

- Developed a prediction system that automatically updates and queries 900 companies' daily stock data from **MySQL** database, with three pre-trained ML models (**RF**, **XGBoost**, **LGBM**) to forecast the stock price
- Constructed the main project system and developed a **Telegram bot** that allows users to interact with the system. 00 companies' daily stock information and developed a Telegram bot that allows users to interact with the system. Models' average **AUC achieved 0.75** and the project won Best Project Award **Project won the Best Project Award**