

YUEH-HUAN HO

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EDUCATION

Master of Science in Business Analytics San Diego, CA
University of California, San Diego 12/2023
Courses: SQL and ETL, Recommender Systems, Collecting and Analyzing Large Data, Fraud Analytics (Spring), Customer Analytics (Winter), Big Data Technology- Spark, AWS (Winter)

B.B.A in Finance and International Business Taipei, Taiwan
Fu Jen Catholic University 07/ 2021
GPA:3.68/4.0
Courses: Advanced Statistics, Data Mining, Machine Learning, Fintech, Financial Data Analysis

PROFESSIONAL EXPERIENCE

Fu Jen Catholic University Taipei, Taiwan
Research Assistant (Python, R, Pandas, Cross-Validation) 10/2021 – 07/2022
• Designed the data pipeline, used Python to conduct feature engineering, and analyzed relationships between CSR decoupling and firm's performance indicators
• Found the significant impact of CSR decoupling on companies' financial metrics by creating regression models and setting multiple hypothesis testing sets using 607 Taiwanese companies' CSR indexes
• Trained Random Forest models to predict customers' loan status and conducted **model cross-validation (K-Fold), data resampling (SMOTE), and feature engineering** for 900K+ samples. Model accuracy reached 85%

Metro Walk Shopping Center Taoyuan, Taiwan
Intern Business Analyst (Excel Modeling, Python, Pandas) 06/2020 – 09/2020
• Used excel modeling (Regression) to analyze historical sales data for 40 categories of products, and conducted membership analysis by designing and collecting 500 questionnaires
• Utilized Python to develop an automatic data preprocessing and cross comparison application for customer analysis, making department saves more than 30% of time
• Analyzed product metrics to provided market strategies that boosted company revenue 10% by eliminating 5 categories products in the decline stage and adding 8 categories in the growth stage

PROJECTS

ETL on Snowflake San Diego, CA
Skills: (PostgreSQL, Snowflake, SQLAlchemy, Python) 8/2022
• Utilized Python to conduct **ETL on snowflake database**, construct database schema, and transform 4 data sources (XML, CSV, Postgres database, Snowflake Marketplace) into snowflake tables
• Analyzed influences of weather, demographic, and geographic characteristics on company's sales by joining multiple tables, conducting feature engineering on postal code data, and creating calculated fields

FJU FAIB Department Graduation Project Taipei, Taiwan
Topic: Stock Prediction System using Machine Learning (Python, SQL, Telegram Bot) 06/2019 – 10/2020
• Used Python to create and maintain MySQL database by automatically updating 900 companies' daily stock information from a data service's API
• Developed a prediction system that automatically queries data from MySQL database, and trained three machine learning algorithms (**Random Forest, XGboost, LightGBM**) to forecast the stock price
• Constructed the main project system and developed a Telegram bot that allows users to interact with the system, models' average accuracies achieved 88% and the project won Best Project Award

Machine Learning: Developing A Model to Predict Credit Card Approval Rates Taipei, Taiwan
Skills: (Python, R, Keras, Pandas) 12/2020
• Created classification models to predicted credit card approval using **KNN and ANN in Keras**
• **Improved model accuracy from 94% to 98%** using hyperparameter tuning, data standardization, and Random Oversample on 1319 samples and 12 variables dataset

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Securities Research Club Member 09/2018 – 06/ 2019
• On behalf of the school participated in CFA Institute Research Challenge
• Created a financial model to forecast company's future financial KPIs by evaluating its current financial statements and capital structure
• Published report for company's financial strategy by evaluating operation teams, scales of prospective markets, potential competitors, and cost control capabilities

SPECIALIZED SKILLS

Skills: Python, R, SQL, SAS, A/B testing, Tableau
Packages: Pandas, Numpy, Scikit-learn, SQLAlchemy, Keras
Big Data Tools: Snowflake, Spark, AWS SageMaker