

YUEH-HUAN (Kevin) HO

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EDUCATION

Master of Science in Business Analytics

University of California, San Diego

San Diego, CA

12/2023

Courses: SQL and ETL, Big Data Tech (PySpark, AWS), Recommender Systems, Fraud Analytics, Customer Analytics, Analyzing Unstructured Data (NLP), Experiments in Firms (A/B testing)

B.B.A in Finance and International Business

Fu Jen Catholic University

Taipei, Taiwan

07/ 2021

Courses: Advanced Statistics, Data Mining, Machine Learning, Fintech, Financial Data Analysis

EXPERIENCE

Rocket Companies (Rocket Central)

Detroit, MI

Data Scientist Intern (SQL, Python, SageMaker)

6/2023 – 08/2023

- Developing data-driven models for Market Mix Modeling (MMM) and Multi-Touch Attribution (MTA) to optimize digital marketing strategy and evaluate marketing channel's performance
- Building lead forecasting model and utilizing model's output to develop marketing strategy to improve customer retention and target effective marketing channels
- Using SQL Server and SageMaker to query and build data pipeline from multiple tables for further statistical analysis and model building
- Working with product and marketing teams to develop product experiments and setting A/B testing for model production

Fu Jen Catholic University

Research Assistant (Python, R, Pandas, Cross-Validation)

Taipei, Taiwan

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 tests 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+ records. Model recall rate reached 68%

Metro Walk Shopping Center

Business Analyst Intern (Excel Modeling, Python, Pandas)

Taoyuan, Taiwan

06/2020 – 09/2020

- Used excel modeling (Regression) to analyze historical sales data for 40 categories of products, and conducted customer analytics 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
- Provided market strategies that boosted company revenue 10% by analyzing product metrics and customer behaviors

PROJECTS

Capstone Project - Guidewire Software

San Diego, CA

Topic: Home Insurance Internal Water Loss Analysis and Predictive Modeling

02/2023 – 06/2023

- Built models (Logit, Random Forest, LightGBM) to predict property's internal water loss using 797K records and 970 variables in claim's data, and improve model's AUC by 10% using **feature engineering** and **ensemble learning**
- Provided client segmentations, business insights, and decision cut off by sorting the model predictions to deciles, and developed insurance premium strategies that generate approximately 8% improvement in revenue

Credit Card and Property Fraud Analytics

Skills: (Python, Supervised and Unsupervised Learning)

San Diego, CA

02/2023– 06/2023

- Built supervised models (MLP, RF, LGBM) to predict fraudulent behaviors and assigned credit score for each credit card account. The final strategy is estimated to generate approximately 20M profit for the client.
- Used **unsupervised model (PCA)** and **autoencoder (MLP)** to calculate fraud scores that allow clients to identify fraudulent records. The data comes from NY property dataset, containing 1M records and 32 variables

FJU FAIB Department Graduation Project

Topic: Stock Prediction System using Machine Learning (Python, SQL, Telegram Bot)

Taipei, Taiwan

06/2019 – 10/2020

- Developed a prediction system that automatically updates and queries data from MySQL database, with three pre-trained machine learning models (RF, XGBoost, LGBM) to forecast the stock price
- Constructed the main project system 900 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

SKILLS

Skills: Python, R, SQL, SAS, A/B testing, Tableau, Spark, AWS SageMaker

Packages: Pandas, Numpy, Scikit-learn, SQLAlchemy, Keras

Certification: AWS Certified Machine Learning – Specialty