

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

Master of Analysis

Chicago, IL

Present(Expected Graduated at 2023)

University of Colorado Boulder

Bachelor of Science, Information Science (GPA: 3.90/ 4.00)

Minor in Technology, Arts and Media

Boulder, CO

Aug 2018 - Dec 2021

- 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