Xinyi Yang (Esther)

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🌐 https://favesther.github.io
⬛ https://github.com/favesther/
in LinkedIn

SKILLS

Data Science: Data ETL, visualization, machine learning, prediction, etc.

Database: AzureDB SQL, pySpark

Artificial Intelligence : Search, Markov Decision Processes, Reinforcement Learning(Q-learning), Deep Learning, etc.

EDUCATION

University of Washington   *Seattle*   Sep 2019 – Jun 2021

Master of Science in Information Management, Specialized in Data Science and Business Intelligence
Focus on data science and visualization, database management, machine learning and artificial intelligence

Dong Hua University   *Shanghai*   Sep 2013 – Jun 2017

Bachelor of Science in Mathematics and Applied Mathematics, Financial Engineering track
- **Award:** 2017 School-level Undergraduate Excellent Graduation Thesis. *Solution of the Heat Equation with Robin-Robin Boundary Conditions* (2017). Supervised by: Yuming Qin PhD

PROJECTS

Microsoft Improve Azure ML studio Customer Retention Project (**ongoing**)
- analyze customer usage patterns, user funnels to generate hypotheses for validation to ultimately improve customer retention of Azure Machine Learning platform
- validate hypotheses with customer interviews, telemetry signals, and potentially run experiments

Comparison of The Hate Speech Targeting Asian Community on Twitter and Reddit
- a cross-platforms research into the hate speech targeting the Asian community on Twitter and Reddit before and after the COVID, *keywords: NLP, sentiment analysis*

Yelp Help
Predicts the popularity of restaurants based on ratings and reviews.
- Added sentiment analysis parameters to balance the differences in rating standards of the users.
- Used both machine learning and deep learning methods including logistic regression, Naive Bayes, XGBoost, CNN, and LSTM to build the best model for prediction.
- *keywords: NLP, machine learning, deep learning*

WORK EXPERIENCE

Microsoft   May 2019 – Jul 2019
GSMO Services Business Program and Operations Intern   Beijing, China

- Coordinate between different teams and departments
- Build flexible schedule to improve business process and deliver efficiencies
- Participated in the busy transition from FY19 to FY20

Suzhou Sci-Tech Innovation Group   Jul 2017 – Mar 2019
Business Plan Consultant   Suzhou, China

Former Name: **Suzhou Equity Exchange**
Parent Company: Oriza Holdings ranked No.8 of China Venture Captial & Private Equity Annual Ranking 2019
- Composed business plans for 15+ enterprises, some of them have received financing.
  - Perform independent research and analysis, and help formulate business models and tactics
  - Crystalize long-term competitive differentiation and identify target markets
  - Refine clients' ideas and strategies, and mold them into a viable business
- Designed large conference presentations and the shareholder reports.
- Participated in the planning and operations of an Entrepreneurship Training Program made up of 35 entrepreneurs