

ALICE LIU

DATA SCIENTIST

Aliceliuzy@gmail.com
416-837-9788
linkedin.com/in/alice-liu-zy
github.com/Aliceliuzy

EXPERIENCE

Digital Trading Associate | Mindshare

NOV 2018 – DEC 2019, TORONTO, ON

- Initiated bi-weekly pacing reports for clients ensuring the buys are delivered as planned and being optimized.
- Designed and executed campaigns by collaborating with internal and external parties to ensure alignment and punctuality.
- Resolved historical billing discrepancies by working with vendors and finance department; reduced invoice backlog by three months.
- Drafted campaign performance report by analyzing campaign performance data and assessing the campaign effectiveness; provided actionable recommendations for future flights.

Commodity Tax Analyst | Ontario Ministry of Finance

MAY - AUG 2017, OSHAWA, ON

- Reviewed tax rebate claims and supporting documents of the First Nation Gasoline Tax Exemption Program; resulted in the avoidance of unnecessary payments by the Ontario government.
- Assessed rebate applications for approval within prescribed gasoline tax legislation, guidelines and procedures and processed them onto the Ontario Tax System; reduced the operational backlog by three months.

Financial Analyst | 51 Network Technology

JUN – AUG 2016, SHANGHAI, CHINA

- Generated month-end income statements by consolidating data to a single spreadsheet; ensured the accuracy of revenue dollars.
- Utilized regression and graphing tools to analyze the company's historical financial performance and form an actionable recommendation to enhance the company's profitability.

EDUCATION

BrainStation | Diploma Candidate, Data Science

JAN 2020 - Mar 2020, TORONTO, ON

University of Western Ontario | Bachelor of Arts, Honors Business Administration

SEP 2013 – JUN 2018, LONDON, ON

SKILLS

Databases: SQL

Programming: Python, R

Statistics: Hypothesis Testing, A/B tests, Parametric and non-Parametric tests

Data Visualization: Tableau, Matplotlib, Plotly, Bokeh, Seaborn

Neural Networks: Tensorflow, Keras, Pytorch

Big Data: AWS, Hadoop, Spark, Hive

PROFILE

I truly believe in the power of data and I am passionate about finding data-driven solutions for the business challenges. I'm a diligent and determined individual with strong problem-solving skills who is looking for a Data Scientist role.



Alice Liu

Problem solver, traveller and yoga lover

My passion on working in data science field originated from the a few analytical courses I took during in university. I enjoyed finding patterns and insights from a large set of data and found my strength in solving problems in a logical and organized approach. I am very glad and excited to apply the concepts and models I have obtained from this program into real life practice.

Capstone Project - Hotel Review Analysis

Analyzing NLP in hotel reviews

✉ aliceliuzy@gmail.com

in www.linkedin.com/in/alice-liu-zy/

