## **ALICE LIU**

#### DATA SCIENTIST

#### **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

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

#### **SKILLS**

Databases: SQL

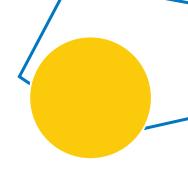
Programming: Python, R
Statistics: Hypothesis Testing,
A/B tests, Parametric and
non-Parametric tests
Data Visualization: Tableau,
Matplotlib, Plotly, Bokeh,
Seaborn
Neural Networks: Tensorflow,
Keras, Pytorch
Big Data: AWS, Hadoop,
Spark, Hive

#### **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







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

