

Ruyi Qu

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SKILLS

Programming	SQL · Python · R · PySpark · Java · C/C++ · Scala · MATLAB · SAS
Analytics	Excel · Tableau · Azure · Google Analytics · GitHub · Git · MongoDB · Cassandra · Power BI
Big Data	AWS · Hadoop · Spark · HDFS · MapReduce · Docker · Kubernetes
Modelling	Machine Learning · Deep Learning

EDUCATION

Bachelor of Science, University of Toronto

Toronto, Canada

- Double major: Mathematics & Cognitive Science
 - Research specializations: Machine learning, Deep learning
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Sep 2018 – Sep 2022

WORK EXPERIENCE

Hospex Media Inc.

Toronto, ON

Marketing Data Analyst

Nov 2022 – Present

- Load data into **BI Platform** and visualize results based on campaign parameters
- Create custom metrics in BI Platform as requested
- Identify opportunities for **process improvement and automation**
- Modify visualizations to allow for insight identification and campaign optimization
- **Support campaign management** and client service team members with ad hoc requests
- Oversee the implementation of advertising pixels via **Google Tag Manager**, configuring standard and custom triggers as well as dataLayer variables as required
- Write **reproducible SQL** queries for data processing and manipulation
- Work alongside vendors to improve API management and data collection opportunities
- **Create, manage, and QA data streams**, ensuring integrity of ads data using our ETL tool
- Blend datasets to support aggregated reporting requirements

RallyCry Ventures

Boston, MA

Venture Capital Data Analyst

Mar 2021 – July 2021

- **Conducted advanced data analytics and quantitative analysis on investment portfolio**, proving insightful suggestions to help investors make wise and successful decisions
- Dealt with datasets with **more than three million rows**, and used **SQL** to manage datasets and **Tableau** to create interactive dashboards
- Built a start-up success prediction model using machine learning algorithms (Random Forest, LGBM, XGBoost, etc.), **achieving 70% accuracy** rate to effectively support crucial investment decisions **and increase ROI by 20%**
- **Managed a data automation project**, changed monthly from manual Excel loading to SQL auto-refresh on Tableau, **significantly improving data reporting and visualization efficiency by 40%**

For A Safer Space

Toronto, ON

Product Analyst

Sep 2020 – May 2021

- **Responsible for developing marketing strategies at marketing analytics team**, providing data insights and evidence-based suggestions to increase sales and maximize revenue
- **Led product engagement campaigns to increase brand awareness and promote new products**, using data as evidence to support decisions and successfully increase product sales by 18%
- **Used Excel, Google analytics and Tableau to monitor website KPIs (visitor number, average session duration, conversion rate, etc.)**, recommending personalized products for customers based on their preferences and needs

Huawei Canada

Toronto, ON

Data Analyst

May 2020 – Dec 2020

- **Collaborated with HR talent acquisition team to conduct data analysis, visualization, and reporting**
 - Built logistic regression model to analyze significant factors which influence employee turnover, providing actionable suggestions to reduce employee churn
 - Created interactive dashboards using **SQL and Tableau**, demonstrating monthly data insights and descriptive statistics
 - **Automated the process of extracting and cleaning external talent acquisition data**, improving hiring efficiency by 4% and effectively improving the quality of hire
 - Utilized **Python API** to request and analyze data, **automating dashboard generation and supporting stakeholders to make right and wise decisions**
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PUBLICATIONS

Qu, R.; Xiao, Z. [An Attentive Multi-Modal CNN for Brain Tumor Radiogenomic Classification](#). *Information* 2022, 13, 124.

R. Qu, Y. Yang and Y. Wang, "[COVID-19 Detection Using CT Image Based On YOLOv5 Network](#)," 2021 3rd International Academic Exchange Conference on Science and Technology Innovation (IAECST), 2021, pp. 622-625.

Qu, R., Huang, S., Zhou, J., Fan, C., & Yan, Z. (2022). [The Vehicle Trajectory Prediction Based on ResNet and EfficientNet Model](#).

Yahan, K., Qu, R., & Xiaoxia, L. (2022). [Classification Of Fake News Headline Based On Neural Networks](#).