ZHANG JINGYI

Availability: Immediate – June 2026
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PROFESSIONAL SUMMARY

Graduate with a Master's in Analytics, with hands-on experience translating complex processes into clear metrics and actionable dashboards at Datastory. Proficient in Python, SQL and Tableau, with a solid foundation in data analysis, metric definition, and data interpretation. Passionate about leveraging data to improve process transparency, operational efficiency, and data-driven decision-making in cross-functional environments.

EDUCATION

Nanyang Technological University (NTU), Singapore   **Aug 2025 – Jun 2026 (Expected)**
MSc in Analytics / CGPA: 4.60/5.00
Relevant Modules: *Data Mining (A+); Database System (A); Statistical Modelling & Data Analytics (A)*

Guangdong University of Foreign Studies (GDUFS), China   **Sep 2021 – Jun 2025**
BSc in Statistics / CGPA: 3.90/4.00 (top 4%)
Relevant Modules: *Mathematical Statistics (A+); Econometrics (A+); Modern Regression Analysis (A)*

WORK EXPERIENCE & RESEARCH PROJECTS

DataStory Co., Ltd.: Data Analyst Intern   **Apr 2025 – Jun 2025**
• Built and maintained monthly management reports by extracting, cleaning, and validating key metrics using SQL and Excel, and developed 10+ BI dashboards (Tableau) to support performance tracking and leadership review.
• Performed sentiment analysis on 50K+ social media comments of fashion brands, using an internal analytics platform, generating actionable insights to support marketing strategy optimization.
• Supported ESG analytics projects by structuring qualitative requirements into defined indicators, validating 5 Sdimension keywords, and visualizing ESG volume and engagement in Tableau for clearer cross-team communication.

Data Analysis Studio (Innovation & Entrepreneurship Program)   **Jun 2023 – Jun 2024**
Project Lead
• Led 30+ internal and external data analysis projects by coordinating cross-functional teams, managing timelines, and translating business requirements into data-driven deliverables, generating 21,000 CNY in revenue.
• Designed and executed an O2O training program with 30 courses covering SPSS, R, and STATA, training 200+ participants and strengthening capabilities in data analysis, survey design, and data visualization.
• Awarded the Excellent Award in the College Students' Innovation and Entrepreneurship Training Program (only recipient in faculty) and earned a Bronze Medal in the "Challenge Cup" competition.

Big Data Analysis of Government Social Media Comments (NLP Project)   **Jun 2022 – Jun 2023**
Data Team Lead
• Led a team of 6 to define analysis objectives and build an evaluation framework, categorizing audience feedback into 7 standardized content types to support planning and performance analysis.
• Built reproducible data collection and preprocessing pipelines in Python to transform 20,000 unstructured records into structured metrics for data-driven reporting.
• Awarded second prize at the university level in the "Challenge Cup" and secured provincial-level funding through the Climbing Plan.

Health Engagement via the Internet: Participation and Development Pathways   **Nov 2022 – Apr 2023**
Project Lead
• Led an end-to-end data project to identify user engagement drivers across digital health platforms, designing and performing exploratory data analysis across 7 key factors including individual characteristics, cognitive trust, and content perception.
• Supervised stratified and PPS sampling to collect and process survey data from 910 Guangdong residents, ensuring high data quality (92.6% validity) for downstream analysis.
• Modeled data using 4+ predictive and explanatory approaches (e.g., clustering, ordinal logistic regression, random forest, and SEM) to generate actionable insights supporting business decision-making and platform strategy.
• Achieved National Third Prize at the Market Research Competition (top 10%).

KEY COMPETENCIES

Technical Skills: Python, SQL, Tableau, Power BI, MS Office Suite.
Business & Analytical Skills: Requirements management, Stakeholder collaboration, Data visualization.
Languages: English (Fluent); Mandarin (Native).