

# ZHANG JINGYI

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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

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

  

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

## WORK EXPERIENCE & RESEARCH PROJECTS

<b>DataStory Co., Ltd.: Data Analyst Intern</b>	<b>Apr 2025 – Jun 2025</b>
• 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 S-dimension keywords, and visualizing ESG volume and engagement in Tableau for clearer cross-team communication.	
<b>Big Data Analysis of Government Social Media Comments (NLP Project)</b>	<b>Jun 2022 – Jun 2023</b>
<b>Data Team Lead</b>	
• Led a team of 6 members in designing and executing an analysis of ideological and political communication effectiveness through government new media, categorizing audience feedback into 7 distinct content types.	
• Built reproducible data collection and preprocessing workflows in Python to scrape and process 20,000 Weibo comments, transforming unstructured text into structured engagement metrics for stakeholder analysis.	
• Awarded second prize at the university level in the "Challenge Cup" and secured provincial-level funding through the Climbing Plan.	
<b>Health Engagement via the Internet: Participation and Development Pathways</b>	<b>Nov 2022 – Apr 2023</b>
<b>Leader</b>	
• Led a multi-dimensional study on resident engagement in medical science popularization, analyzing 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, achieving a questionnaire validity rate of 92.6%.	
• Applied 5+ data mining and predictive modeling techniques, including ordinal logistic regression, random forest, A/B testing, and structural equation modeling, to generate actionable insights.	
• Achieved National Third Prize at the Market Research Competition (top 10%)	
<b>Data Analysis Studio</b>	<b>Jun 2023 – Jun 2024</b>
<b>Leader, Second Term, National Innovation and Entrepreneurship Education Practice Base</b>	
• Led and managed 30+ on-campus data analysis projects, engaging over 200 participants, generating CNY 63,000 in revenue, and enhancing participants' skills in statistical modeling, survey design, and data visualization.	
• Mentored and trained junior students participating in market research and statistical modeling competitions, with 50% winning national awards and overall team performance ranking increasing by 40%+.	
• Awarded a Bronze Medal in the "Challenge Cup" competition.	

## KEY COMPETENCIES

**Technical Skills:** Python, SQL, Tableau, R, Power BI, MS Office Suite

**Business & Analytical Skills:** Data visualization, Project management, Collaborative teamwork.