

# ZHANG JINGYI

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## PROFESSIONAL SUMMARY

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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

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**Nanyang Technological University (NTU), Singapore** **Aug 2025 – Jun 2026 (Expected)**  
**MSc in Analytics** / CGPA: 4.60/5.00

**Key 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%)

**Key Modules:** *Mathematical Statistics (A+); Econometrics (A+); Modern Regression Analysis (A)*

## WORK EXPERIENCE & RESEARCH PROJECTS

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**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 S-dimension keywords, and visualizing ESG volume and engagement in Tableau for clearer cross-team communication.

**Big Data Analysis of Government Social Media Comments (NLP Project)** **Jun 2022 – Jun 2023**  
**Data Team Lead**

- 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.

**Health Engagement via the Internet: Participation and Development Pathways** **Nov 2022 – Apr 2023**  
**Leader**

- 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%)

**Data Analysis Studio** **Jun 2023 – Jun 2024**  
**Leader, Second Term, National Innovation and Entrepreneurship Education Practice Base**

- 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

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

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