

# Yijun (Amy) Zhou

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## EDUCATION

### Santa Clara University, Leavey School of Business

Master of Science in Business Analytics (GPA 4.0 /4.0)

Santa Clara, CA

Sep 2023 - Dec 2025

### University of Delaware

Master of Science in Statistics. (GPA 3.7/4.0) **Honor:** Outstanding College Graduates

Newark, DE

Sep 2016 – Jun 2018

Bachelor of Science in Statistics & Business Administration. **Honor:** Dean List

Feb 2013 – Dec 2015

## WORK EXPERIENCE

### Graduate Research Assistant

Jul 2024 – present

Santa Clara University, Leavey School of Business

Santa Clara, CA

- Designed and implemented an E-commerce Product Recommendation System leveraging user purchasing behavior to improve product suggestions and boost sales through Advanced analytics and Artificial Neural Network (ANN).
- Applied A/B testing and boosted 30% CTR and 15% conversion rate by predicting user purchase probabilities using key features like purchase history, product category and user demographics.

### Business Intelligence Engineer Intern

Mar 2024 – May 2024

Full Truck Alliance Co. Ltd

Nanjing, China

- Automated generation of daily competitor analysis in Slack channel, providing instant updates on pricing changes, new feature launches, and market positioning. Enabled quick response to market shifts and informed strategic decisions across business verticals.
  - Saved average 2-hour labor effort on detecting and monitoring daily.
- Conducted market research and designed surveys for regional expansion. Built a pricing model based on survey data to inform pricing strategy.
  - Increased market share by 5%.
- Designed an analysis system to auto consolidate data sources that generate KPIs target and budget adjustment across 7 teams - streamline SOP.
  - Improved the data collection efficiency for business analysts by 15%.
- Engineered automated dashboard using Python, HiveSQL, and FineBI to track key metrics and analyze order completion rate factors. Insights derived led to operational improvements.
  - Contributed to a quarterly revenue increase by 25%.

### Product Strategy and Operation Analyst

Oct 2018—Jan 2021

Gx Pharma Excellence Co. Ltd

Beijing, China

- Visualized and analyzed clinical trial outcomes and pharmacokinetic data in python, enabling rapid iteration and accelerating feedback loops in drug development processes.
- Conducted statistical analyses of different phases of clinical trial data using SAS, performing power calculations, designing statistical analysis plans, and applying mixed-effects models to assess drug efficacy and safety profiles.
- Collaborated with the data management team to transition the company database to a new system, enhancing analytical efficiency by reducing data retrieval time by 35%.
- Developed and implemented reporting dashboards and associated data pipelines to deliver insights and improve workflows for internal teams, streamlining data accessibility and decision-making processes.

## TECHNICAL SKILLS

- Programming Skills:** SQL, Python, SAS, R, Hive, NoSQL.
- Software Skills:** Tableau, Power BI, SPSS
- Analytical Skills:** Regression, Classification, Time Series, Database Architecture, Probability, Hypothesis Testing.