Boya Zeng

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EDUCATION

University of Chicago   *Chicago, IL*
Master of Science in Applied Data Science   September 2023 – Anticipated December 2024
University of Wisconsin-Madison   *Madison, WI*
Bachelor of Science in Computer Science and Data Science   September 2018 – May 2022

EXPERIENCE

Software Engineer Intern, The Trade Desk   *Shanghai, China*
September 2022 – August 2023
- Designed and implemented a web-based automation tool using **Python, HTML, and CSS**, version-controlled with **GitLab**. The application streamlined the file upload process, integrated multi-response checks, and optimized data handling, reducing manual formatting efforts by 90%.
- Engineered a responsive global mobile market share dashboard in **Power BI**. Managed vast datasets using **SQL** for querying and data-cleansing, playing a key role in securing an $88 million deal with Samsung in the US.
- Collaborated with the Client Service Team to conduct A/B testing. Utilized **Python libraries (pandas, numpy, scikit-learn)** and custom ML algorithms to process and analyze results, achieving a 20% reduction in bounce rate.
- Addressed an average of [xx] daily data inquiries using **Vertica (an advanced SQL-based analytics platform)** and improved report generation with Excel pivot tables for clearer insights.

Data Scientist Intern, Tencent   *Shanghai, China*
June 2021 – September 2021
- Preprocessed and labeled over [xx] images using Multimodal cameras; tested Tencent's online **API** and offline **SDK**, achieving a [xx]% match rate.
- Employed **Python with TensorFlow and OpenCV** to create image classification and object detection models, leading to a [xx]% accuracy rate across [xx] different datasets.
- Conducted a thorough assessment of model metrics, enhancing precision by [xx]% and recall by [xx]%, leading to an overall model accuracy of [xx]%.
- Spearheaded the preprocessing and labeling initiatives using **Python with TensorFlow and OpenCV** for improved facial recognition model testing, resulting in a [xx]% accuracy increase in subsequent model iterations.

Data Analytics Intern, Alibaba Group   *Hangzhou, Zhejiang*
August 2020 – October 2020
- Performed exploratory data analysis on over [xx] electronic health records (EHR) using **Python libraries (pandas, numpy, and scikit-learn)**. Utilized statistical techniques to uncover patterns, leading to a [xx]% enhancement in hospital operations and patient outcomes in Hangzhou Province.
- Implemented advanced algorithms like decision trees and logistic regression on EHR data, deriving insights that contributed to a [xx]% reduction in patient wait times and improved care quality.
- Extracted usage metrics from websites using **Python libraries (Scrapy and BeautifulSoup)**, capturing over [xxx] unique visitors and [xxx] page views. Conducted in-depth user behavior analysis, influencing product features, and resulting in a [xx]% increase in user retention.
- Employed **MySQL, Python, and Excel** to retrieve and aggregate over [xxx] data points monthly, producing and distributing reports that guided decisions and cut down data retrieval time by [xxx]%.

PROJECTS

Next.js E-commerce Store
- Utilized **Next.js** for server-side rendering, ensuring fast page loads and enhancing SEO capabilities for the e-commerce platform.
- Developed a comprehensive e-commerce platform using **React and Next.js** for dynamic product listings, item filtering, shopping cart management, user authentication, and integrated Stripe via Stripe.js for secure payment processing.
- Employed modern web development techniques, including responsive design for mobile and desktop views, **API** route handling, and potential integrations with headless CMS or other backend services for dynamic content management.

NodeJS Realtime Chat
- Crafted a responsive and dynamic frontend for the chat application using **React.js**, ensuring a stellar user experience across devices.
- Engineered a real-time chat backend using **Node.js**, enabling users to exchange messages instantaneously and promoting smooth communication.
- Integrated ChatEngine.io's comprehensive chat tools, initiating a dedicated project to manage users and facilitate real-time interactions through the platform's **APIs**.

SKILLS

Programming Languages: Java, C/C++, Python, R, and SQL
Tech Stacks: JavaScript, HTML, CSS, React, VBA, Tableau, Power BI, Apache Spark, and Git.