ZHENG ZENG

5506 Wlikins Ave, Pittsburgh, PA, U.S. | (+1)4129832880　| zhengzen@andrew.cmu.edu

EDUCATION

Heinz School, Carnegie Mellon University　　　　　　　　　　　　　　　　**Jan.2021-Sept.2022**

Master of Information System Management　　　　　　Adelaide, SA, Australia/ Pittsburgh, Pennsylvania, U.S.A

- **QPA: 3.55, Core Courses**: Data Structure, Machine Learning,OOP Java, Python, Database Management
- **Computer skills**: Java, Javascript, HTML&CSS, Python, R, SAS, STATA, Hive SQL and Tableau

School of Management, Fudan University　　　　　　　　　　　　　　　　**Sep.2016-Jun.2020**

Bachelor of Science, Statistics　　　　　　　　　　　　　　　　　　　　　　Shanghai, China

- **GPA**: 3.45 / 4.0, Fudan Freshman Scholarship First Prize (Guangdong Province top 0.01%)
- **Language**: English (TOEFL107 (Speaking 24)，GRE 327 + 3.5), Mandarin(native), Cantonese(native)

University of Toronto, Toronto　　　　　　　　　　　　　　　　　　　　**Sep.2018-Dec.2018**

Exchange Student　　　　　　　　　　　　　　　　　　　　　　　　　　　Toronto, Ontario, Canada

- **GPA**: 3.94 / 4.0

ACADEMIC EXPERIENCE

Research Assistant, Cohen Lab, **Stanford University**

Using NLP Tools to Gain Consumer Insights for Movie Production: A Social Media Analysis of Hugo Prize Winner the Three-body Problem (2020.09-2021.02, 2021SPSP poster)

- Used Python web scrapping tools and NLP tools to obtain 3000+ book comments on Three-Body Problem and its adaptation, analyzed readers' preference and attitude as well as social interpretation under culture differences.

Algorithm Diversity and Cost of Scale (2019.06-2019.08, 2020CSS poster)

- Deployed machine learning algorithms on academic data of 0.4 million students to identify meaningful features underlying academic achievement and the difference in models across countries and cultures.

PROFESSIONAL EXPERIENCE

Alibaba Group　　　　　　　　　　　　　　　　　　　　　　　　　　　**June.2021-Today**

Data Analyst, Alimama Advertising, Business Intelligence　　　　　　　　　　　*Beijing, China*

- To identify key factors in the good performance of Yitao BP during 618 event, collected 618 data from all BP in terms of numbers of successful orders, UV and computed statistics by shoppers' vip status as well as purchasing level.
- To portrait users exposed to certain advertisement, used Hive SQL to map campaign exposure data to user Taobao ID data and compared the distribution of exposures over users' city level and purchasing level.
- Studied the SSP of advertising on WeChat, identified potential pattern for Taobao shop owners to promote items to help Taobao Alliance better incorporate into the ecosystem of Tencent Advertising.
- Built a comprehensive monitoring dashboard for the SEM advertising products.

Lark SaaS Professional Service-CN, ByteDance　　　　　　　　　　　　　**Jan.2021-June.2021**

Technical Support　　　　　　　　　　　　　　　　　　　　　　　　　　*Shanghai, China*

- Provided technical support for developers and ISVs. Services include mini program simulation debug, robot design, API testing and webhook configuration in Lark.
- Facilitated improvement of Lark Open Development Documents and write usable codes in Java or Python for demonstration.
- Reported execution errors encountered by outside developers and kept up with the updates of bug solutions.

Pfizer Upjohn　　　　　　　　　　　　　　　　　　　　　　　　　　　**Aug.2019-Jul.2020**

Data Analyst, Global BAI　　　　　　　　　　　　　　　　　　　　　　　Shanghai, China

- Analyzed customer portrait and growth with Tableau for the Internet Hospital program, calculated HCPs and customer attraction potential, provided data-based KPI measurement suggestions and target customer recognizing tool for FF.
- Clustered hospitals into four categories based on sales contribution and workload to optimize corporate field force resource allocation and maintain long-term competence by systematically adapting to the new health care policy.
- Developed a time series model on comprehensive sales data for future financial analysis of acquisition projects.
- Provided estimates of regional and world-wide patient count based on American retail patient count and world-wide sales growths for Pfizer quarterly patient count report, found changes in our patients and modify marketing strategies.

ACTIVITIES

- 2016 Fudan Hackathon Competition (DJI corporate prize), 2018 PwC International Tax Competition in Taipei
- 2019 HSBC Business Case Analysis Competition North China (Final Fourth)
- Joint-young Club in FDSM Program manager, FDSM Excellence Undergraduate Volunteer