

IRIS ZHANG

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

Master of Science in Quantitative Management: Business Analytics, Strategy Track

May 2026

Data Science Coursework: Data Science for Business, Decision Analytics & Modeling, Data Visualization

Domain Coursework: Strategic Management, Operations Analytics, People Analytics

SHANGHAI UNIVERSITY

Shanghai, China

Bachelor of Management, Financial Management

Jun 2025

Academic Excellence Scholarship; Minister, Student Union Academic Department & Diplomat Department

Selected Team Leader, The Wharton School of UPenn - Organizational Leadership and Innovation Program

EXPERIENCE

SHOPEE PTE. LTD., Strategic Project Management Team

Shanghai, China

Project Management Intern

Apr – Jul 2025

- Redesigned key seller evaluation metrics and embedded new KPI framework into internal dashboards partnering with data and ops team, increasing the on-time execution rate by 6%.
- Developed an integrated P&L dashboard and differentiated KPI breakdown across sites, controlling target variance within 3 ppts and prioritizing investment in new seller initiatives.
- Identified operational bottlenecks among top sellers by highlighting key stockout risks, shortening management cycles and resulting in a 12% improvement in top-seller performance.

NIO AUTOMOBILE CO., LTD., Product & Strategy Team

Shanghai, China

Product Management Intern

May – Aug 2024

- Drove a 0 → 1 feature update for NIO's app, working closely with engineering and operations teams; led product testing, verification and launch decisions through A/B testing.
- Built real-time dashboards to track 200+ product development cycles, reducing verification turnaround time by 26%, and resolved 20+ system integration issues through process mining.
- Translated analysis of 100k+ user data points into 6 product proposals, informing user conversion strategy and aligning product development with growth KPIs.

NIKE SPORTS (CHINA) CO., LTD., Global Management Department

Shanghai, China

Strategic Management Intern

Mar – Aug 2023

- Analyzed ROI data from 3K+ events spanning the past three years using regression analysis, producing reports that optimized resource allocation by eliminating 30% of low-ROI sponsorships.
- Forecast market trends for '618' sales promotion and adjusted live stream strategies through peer comparisons, achieving a top rank in the sports category and attracting 6M+ viewers.
- Led an on-campus new product promotion campaign for footwear, designing messaging and channel strategy based on user preferences, achieving a 98%+ satisfaction rate.

PROJECTS

Optimizing Dognition's Subscription Using SQL

Drove user retention improvement for subscription products by identifying key churn cohorts and engagement drivers, informing targeted lifecycle strategies and product prioritization.

Reducing Mortgage Risk for Ames Housing With R

Built a predictive pricing model to reduce mortgage underwriting risk, improving valuation accuracy by 8% for high-value properties and informing pricing strategy.

Developing e.l.f.'s Expansion Strategies Via Strategic Analytics

Led project to analyze expansion strategies in U.S. cosmetics market, identified four representative segments and evaluated 3 expansion options by defining key success metrics.

TECHNICAL CAPABILITIES

Advanced Excel, SQL, Tableau, Power BI, Python, R; Prototyping; Data visualization; Machine learning; B2B Sales

ADDITIONAL INFORMATION

Enjoy jazz dance; former bar singer; passionate home chef.