

## Nuonan (Juana) Zhang

Waltham, MA | 857-354-7860 | [nuonanzhang@brandeis.edu](mailto:nuonanzhang@brandeis.edu) | [www.linkedin.com/in/juanazhang](http://www.linkedin.com/in/juanazhang)

### EDUCATION

<b>Brandeis International Business School</b>	<b>Waltham, MA</b>
<b>Candidate for Master of Science in Business Analytics (STEM-Designated)</b>	<b>08/2024 - 02/2026</b>
<i>Relevant Coursework:</i> Foundation of Data Analytics, Python and its Application to Business Analytics, Information Visualization	
<b>Maastricht University</b>	<b>Maastricht, Netherlands</b>
<b>Master of Science in Work and Organizational Psychology</b>	<b>09/2015 - 08/2016</b>
<b>East China Normal University</b>	<b>Shanghai, China</b>
<b>Bachelor of Education in Psychology (Special Education)</b>	<b>09/2011 - 07/2015</b>

### TECHNICAL SKILLS

**Programming Languages:** SQL, Python, R, SPSS, Tableau, Power BI, Excel (PivotTables and V-lookups)

**Analytical Skills:** Data Cleaning, Data Visualization, Data Mining, Statistical Modeling, Time Series Analysis, Supervised/Unsupervised Learning, AB Testing, Experimental Design

**Project Management:** Cross-functional Projects Management, Stakeholder Communication

**Professional Certificate:** Fund Practitioner Qualification Certificate, Securities Practitioner Qualification Certificate

### PROFESSIONAL EXPERIENCE

<b>Meituan (the biggest online food-delivery company in China)</b>	<b>Shanghai, China</b>
<b>Data Analyst, Product Management</b>	<b>05/2023 - 06/2024</b>
<ul style="list-style-type: none"><li>Designed and conducted a survey, discovered 56% of users had difficulty completing the referring process in our app, and 63.7% mentioned insufficient retention incentives.</li><li>Conducted targeted experiments in 9 cities, segmenting new and existing users with different incentives and proactively reached out to them via in-app messaging, resulting in a 122% increase in referral submissions.</li><li>Utilized statistical methods to validate effectiveness of the enhanced referring process and assess risks.</li><li>Implemented a new referring process, boosting user retention to 35% and driving platform growth of 4.8%.</li></ul>	
<b>Alibaba Local Services</b>	<b>Shanghai, China</b>
<b>Senior Strategic Analyst</b>	<b>10/2021 - 05/2023</b>
<ul style="list-style-type: none"><li>Studied current regularizations and forecasted increased demand for pandemic-related retail supplies due to population movement during holidays to ensure inventory was prepared in high-demand areas.</li><li>Leveraged historical data to tag users' work and hometown locations and sent targeted promotions to stimulate potential consumption and retain user loyalty as users switch locations.</li><li>Collaborated with cross-teams to ensure effective implementation and rollout of strategies; achieved 101.6% of target and exceeded direct sales goal by 19.2%.</li><li>Defined core metrics, designed a customized dashboard that automatically refreshed daily, provided real-time data analysis, anomaly alerts and enabled efficient management monitoring, saving 15 man-days of manual effort.</li></ul>	
<b>Trip.com Group (Ranking 4<sup>th</sup> in global OTA market)</b>	<b>Shanghai, China</b>
<b>Business Analyst</b>	<b>08/2019 - 09/2021</b>
<ul style="list-style-type: none"><li>Conducted in-depth research on China's car rental market, identifying key issues such as 60-day deposit holds, and collaborated across teams to launch the "Worry-Free Rental" package to address these concerns.</li><li>Adjusted package pricing to have tiers through supplier research, leading to an increase in market share from 35% to 48%.</li><li>Promoted the package through offline channels, including store ads and QR code ordering, boosting its share to 60.6%.</li><li>Achieved a 12% increase in overall customer satisfaction and 32% reduction in service defect rates.</li></ul>	
<b>Capvision (Global Expert Network)</b>	<b>Shanghai, China</b>
<b>Consultant for the International Group Consulting Project</b>	<b>07/2017 - 04/2019</b>
<ul style="list-style-type: none"><li>Conducted monthly retrospective analyses of output ratios, leading to a 300% year-on-year growth in performance for major client KPMG in Q4 2018.</li><li>Averaged 45+ projects per month, expanded relationships with 200+ industry experts, organized three online conferences.</li></ul>	