KYLIE ZHANG

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SUMMARY

Tianyi is a versatile Data Analyst experienced in ETL, BI, and data analysis. She is fluent in leveraging technical tools such as SQL, Python, dbt, LookML, and BI tools (PowerBI, Tableau, etc.).

EXPERIENCE

Mozart Data (fully remote)   San Francisco, CA
Data Analyst / Analytics Engineer   Oct 2022 – May 2023

- Enhanced email marketing strategy (i.e., open rate) for the freemium plan
    - **Data Management**: Unified and cleansed data from multiple CRM platforms using **SQL**, refining 90K+ email subject lines. Utilized historical open rates to pinpoint effective subject lines across segments.
    - **A/B Testing**: Implemented **A/B testing**, detected conflicting results, and proposed new test parameters. Post-adjustment, observed a 5% uplift in open rates, validating the new approach.
- Spearheaded the migration from Universal Analytics (UA) to Google Analytics 4 (GA4)
    - **Project Lead**: Drove end-to-end ETL and BI reporting migration from deprecated **UA** to **GA4**. Analyzed the gap between UA and GA4, clarified stakeholder needs, and proposed a migration plan, ensuring data quality and a seamless transition for downstream teams.
    - **Revenue Expansion**: Documented the migration process for UA users as a **value-adding feature** to the Mozart product. Initiative recognized by PM, creating an average revenue opportunity of $1K+ per customer.
- Customized end-to-end ETL processes for a real estate rental platform client
    - **Data Modeling**: Managed data ingestion and storage using **Fivetran** and **Snowflake**. Developed **SQL/dbt** models based on business needs focusing on modularity and alerting for scalability and maintainability.
    - **Business Intelligence**: Created **dynamic dashboards** of listing status for client self-service decision-making. Identified correlation between higher conversion rates and featured listings in **Python**, potentially increasing the client's company valuation by $10+ million.
- Implemented a Notion-based project tracking system
    - **Process Improvement**: Identified inefficiency in **team project management**, built a tracking system that links tasks to projects to quarterly goals, and auto-aggregated the progress of team goals. Created clarity and saved 5+ hours of collaboration time per week within an analytics team of 5.

Epsilon Economics   Chicago, IL
Data Analyst / Economic Consultant   Oct 2014 – Mar 2020

- **Solved unstructured problems** in litigation using analytical tools for Fortune 500 companies and global health organizations, including Dell, Samsung, Nissan, Merck, Pfizer, GSK, and BCBS Association.
- Led a team of 4 analysts to collect, compile, validate, clean, document, and visualize insights from billions of rows of insurance claims with **SAS**, Saved the client $1+ billion in legal penalties.
- Gained the upper hand for clients in 15+ negotiations by providing robust estimations based on **economic models** and **statistical analyses** (e.g., forecast, prediction, correlation, time-series, t-test, sampling).
- Initiated the **automation** of a statistical sampling project in SAS, and cut manual work by 75%.

EDUCATION

University of Chicago, Harris School of Public Policy   Chicago, IL
Mater of Public Policy *with Honors*; Dean's Scholarship; Ph.D. level Econometrics   Sep 2011 – Jun 2013

Shanghai University of Finance and Economics   Shanghai, China
BA in Economics, Dean's Scholarship, Summer Research Award   Sep 2007 – Jun 2011

CERTIFICATES

Google Data Analytics, Developing Data Models with **LookML**, **dbt** Analytics Engineering (in progress)