KYLIE ZHANG

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SUMMARY

Kylie is a skilled Data Analyst with expertise in ETL and BI. Fluent in Excel, SQL, Python, and BI tools like PowerBI and Tableau, she excels in turning complex data into actionable insights for informed decision-making.

EXPERIENCE

Restmesh Technologies (pre-seed) — Redmond, WA
Data Analyst — Oct 2023 – Current

- **Identify platform growth opportunities** by analyzing 1+ million user orders across 200+ stores.
- Conduct **data audit**, collaborate with engineers to resolve data inconsistencies, suggest schema improvements. Establish data documentation, laying foundation for informed analytics.
- Explore rewards programs and coupons, present data-driven growth strategies in **Jupyter Notebook** to leadership.
- Develope a similarity-based recommendation system using **SQL/Python** to personalize user orders, leveraging **statistical modeling** and **machine learning** algorithms for increased user engagement and revenue.

Mozart Data (YC-backed) — San Francisco, CA
Data Analyst — Oct 2022 – May 2023

- **Streamlined data pipeline for SMBs**, managing the flow from Fivetran ingestion and Snowflake warehousing to business intelligence, with a focus on **data transformation and visualizations**.
- Led the **strategic migration** from Universal Analytics to Google Analytics 4, gathered business requirements and ensured data integrity and smooth transition. Authored comprehensive **migration guide** that enhanced customer experiences and created an average revenue opportunity of $1000+ per customer.
- Managed **Fivetran** and **Snowflake** data pipeline for a real estate rental platform customer. Developed scalable **SQL/dbt models** and customized **dashboards** for customer self-service decision-making. The uncovered data insights boosted customer valuation by $10+ million in acquisition negotiations.
- Identified inefficency in team project management and developed an **auto-aggregating tracking system in Notion** for team goals. Streamlined management processes, saving 5+ hours weekly for the analytics team.
- Enhanced cold-email marketing strategy by **identifying winning patterns** from historical data, boosting open rates by 10%. Developed **dashboards** for real-time performance tracking, driving actionable sales strategies.

Epsilon Economics — Chicago, IL
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 extract and combine data from multiple **heterogeneous sources**, processed billions of rows of insurance claims data for millions of members, and saved clients $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) in **SAS** and **Excel**.
- 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)