

# LINGMEI ZHAO

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LinkedIn ◇ Personal Website

## EDUCATION

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**The George Washington University**

Expected July 2020

Master of Science in Statistics

**Shanghai University of International Business and Economics**

Sept 2013 - July 2017

Bachelor of Arts in Assets Appraisal, GPA: 3.86/4.00

## SKILLS AND INTERESTS

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<b>Skills</b>	C++, Java, Python, SQL, R, Linux
<b>Interests</b>	Data Analysis, Software Development
<b>Software</b>	SAS

## WORK EXPERIENCE

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**Kantar Media CIC**

Aug 2016 - Feb 2017

*Data Analyst Intern*

- Analyzed the opinion and voice of virtual communities and network users towards TV shows. Wrote industry reports with team members for Group M.
- Collected product reviews and user information from online social media channels, and summarized effective data monthly.
- Plotted word clouds and bubble diagram of online comments using Python with the help of wordcloud package.

## INDEPENDENT PROJECTS

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**Sentiment Analysis on Hotel Reviews**

- Visualized word frequency of hotel reviews using bar charts and word clouds.
- Applied  $\chi^2$  test to select the top 500 important words as features.
- Constructed logistics regression model to make predictive analysis for hotel reviews.

**Game Recommender System**

- Analyze and visualized the popularity of games
- Wrote the whole program in Python
- Applied Collaborative Filtering to make recommendations for users
  - Constructed rating evaluator based on purchase record and play time of the users
  - Used pandas and numpy to generate rating matrix
  - Recommended games based on similar users

## ACCOMPLISHMENTS

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**Interdisciplinary Contest in Modeling**

Jan. 2017

*Honorable Mention*

- Worked with two team members.
- Optimized the checkpoint process to lessen the waiting time.
- Used mathematical and statistical models to simulate the queuing system.