MENG ZHANG

Data Analyst/Business Analyst

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EDUCATION

University of Connecticut **Stamford, CT**
Master of Science in Business Analytics and Project Management (GPA 3.9) May 2023
Coursework: *Predictive Modeling, Data Management and Business Process Modeling, Visual Analytics, Data Mining*

China University of Petroleum **QingDao, China**
Bachelor of Economics in International Economics (GPA 3.4) Jun 2020
Coursework: *International Economics, Corporate Finance, Investment in Securities, Statistics*

TECHNICAL SKILLS

- **Programming:** Python (Pandas, Pyomo, Scikit-learn), R, SQL(OracleSQL, HiveSQL, BigQuery), Java, PySpark
- **Applications:** GCP (BigQuery, Dataproc), AWS-EC2, Hadoop, Excel (Pivot Table, VBA), SAS, JMP, Tableau, PowerBI
- **Certifications:** CFA level 2 candidate, Jira Fundamentals, GitHub, Google Analytics

PROFESSIONAL EXPERIENCE

American Covenant Financial Service **Remote**
Data Analyst-Capstone Project Jan 2023 - Apr 2023

- Performed in depth analysis on Census demographic data and housing data, identifying 2000+ Low to Moderate (LMI) communities, and partnered with insurance team to target on specific LMI communities
- Enhanced home insurance services by analyzing 2 million home insurance records from Citizen, identifying home insurance characteristics among LMI communities and delivering actionable recommendations to agents
- Developed interactive dashboards in Tableau to visualize demographic information and evaluate accessibility of agencies, predicting a potential 5% increase in homes eligible for insurance coverage

SomCore E-Commece LLC. **Hangzhou, Zhejiang**
Business Analyst Feb 2021 - Jun 2021

- Partnered with the products page designers to perform analysis for product page improvement, identifying keywords for search engine optimization to improve products impression by 20%
- Performed user funnel analysis to unlock insights about user click-through rates and bounce rates, and delivered improvement insights to designers to optimize product conversion rate
- Implemented A/B tests to evaluate the impact of content changes, optimizing page content based on experiment results, resulting in a monthly increase of $100k in product sales

Business Analyst Intern Aug 2020 - Jan 2021

- Administered 10 advertisement campaigns in Amazon Ads on a daily basis and followed 1,000+ keywords to track daily trends to optimize bidding and maximize return on investment
- Designed and executed experiments to collect keywords data for causal analysis and utilized the results of Difference in Difference (DID) analysis to provide insights for advertisement campaigns improvement
- Monitored and visualized daily trends and experiment results using Excel dashboards, leading to a 10% increase in conversion rates and a 20% reduction in advertisement costs for Amazon product advertisements

ANALYTICS PROJECTS

Airline Customer Satisfaction Survey **Dec 2022**
Skills & Methodologies: *Python (Scikit-learn, Pandas), Machine Learning, Predictive Modeling, Classfication*

- Developed predictive models such as logistic regression, decision tree, random forest, Naive Bayes, KNN and XGBoost to predict customer satisfaction, achieving a high level of accuracy (95%)
- Identified specific factors impacting customer satisfaction by analyzing the importance of variables derived from predictive models, providing optimization recommendations to the airline company

Courier Company Delivery Process Optimization **Mar 2022**
Skills & Methodologies: *OracleSQL, Microsoft Visio, Business Process Analysis, Data Modeling*

- Improved business process management by developing and optimizing data models, implementing third normal form optimization to reduce data redundancy by 50%
- Designed and developed an Oracle SQL database to support business requirements, addressing the issue of missing packages by constructing SQL queries to retrieve data from database

Stock Risk Analysis and Investing **Dec 2021**
Skills & Methodologies: *Python (Pyomo, Matplotlib), Modern Portfolio Theory (MPT), Monte Carlo Simulation*

- Built portfolio allocation models using Python-Pyomo to determine the optimal stock allocation, delivering Efficient Frontier model for investor to pick the ideal risk and return levels
- Utilized Monte Carlo simulation to predict the potential returns for portfolio, earning over $5 million during 2021

Link to projects: https://mmzhang01.github.io/Portfolio/