Zhuofeng Luo

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EDUCATION

Santa Clara University, Leavey School of Business   Santa Clara, CA
Masters of Science in Business Analytics   Expected December 2025
- Relevant Coursework: Data driven marketing using R, Machine Learning with Python, Web Programming, Dashboards with Tableau, Database Management Systems - SQL, Prescriptive Analytics with Python, Supply Chain Finance

Guangdong University of Foreign Studies   Guangzhou, China
Bachelor of Arts in Spanish Language and Literature   Completed June 2024
- Relevant Coursework: Advanced Spanish, Intercultural Communication, Spanish and Latin American Society and Culture

TECHNICAL SKILLS

Programming Languages: Python, SQL, Language R
Analytics: Tableau, Excel, Google Analytics
Tools: GitHub, Pandas, Numpy, Scikit-learn, Seaborn, Matplotlib

PROFESSIONAL EXPERIENCE

McBay Auto   San Jose, CA
Finance & Operations Analyst   June 2025 - Present
- Promoted vehicle listings across modern social media (Facebook Marketplace, Instagram, Red Note) as well as traditional automotive platforms (e.g., CarGurus, Craigslist), boosting dealership visibility, high-quality sales leads and walk-in traffic
- Maintained detailed transaction records and reconciled accounts receivable/payable, supporting monthly financial close using Dealercenter & AutoManager
- Coordinated with DMV offices and financial institutions to streamline vehicle registration, title transfer and funding procedures, ensuring regulatory compliance
- Processed customer credit applications and worked with lenders to finalize financing terms, tailoring loan structures based on down payment, credit profile, interest rate and loan duration to match buyer needs and lender criteria

Cloudera   Santa Clara, CA
Data Analyst Intern - Practicum   Jan 2025 - June 2025
- Wrote Python scripts to retrieve and consolidate developer activity data from 5000+ GitHub repositories related to Cloudera's open-source ecosystem
- Built an asynchronous data pipeline using REST and GraphQL APIs to extract key metrics (commits, pull requests, stars), managing pagination, rate limits, and data normalization
- Applied SARIMA and LSTM time series models using Python and TensorFlow to forecast development trends and contributor engagement across 15 core technologies
- Delivered actionable insights on high-growth and high-engagement topics (e.g., Ozone +12% CAGR), guiding Cloudera's strategic investment in ecosystem development

NetEase, Inc   Guangzhou, China
Overseas Business Intern, Platform Development   July 2023 - Oct 2023
- Utilized SQL+Python (internal datasets) as well as AppsFlyer, Modash, and NoxInfluencer (third-party analytics platforms) to independently identify 200+ high-potential Latin American influencers for collaboration
- Participated in effective negotiations with MCN agencies and independent influencers, reaching 50+ agreements for in-depth collaborations, promoting NetEase's gaming products in the Latin America markets
- Conducted sentiment analysis based on data collected with Twitter API to create 10+ targeted advertising scripts that resulted in a combined 2 million+ views, contributing to an average 15% increase in user engagement in Latin American
- Leveraged Tableau for deep market analysis, identifying untapped market segments in Latin America, boosting the product presence in the Latin American region by 18% in Q3 2023

ENTREPRENEURIAL & ARTISTIC EXPERIENCE

Guangzhou Platinum Orchestra   Guangzhou, China
Pianist and Operation Lead   Sep 2021 - June 2024
- Analyzed market trends and potential audience preferences during national tours, with Google Analytics, informing 8+ decisions on collaboration with brand partners and sponsors and securing favorable partnerships
- Oversaw the budget allocations for personnel and events, employing Excel to balance artistic goals with finance
- Boosted the orchestra's digital presence and reputation through proactive maintenance and optimization of Bilibili, implementing SEO strategies to enhance video visibility and conducting data analysis on viewer behaviors to tailor content strategy, which led to a consistent increase in viewer engagement and brand recognition

Piano Tutoring Start-up   Guangzhou, China
Founder and Tutor   Sep 2021 - June 2024
- Leveraged Baidu analytics and WeChat advertising functionalities to fine-tune marketing strategies, expanding the student base to 30+ students
- Identified gaps in the tutoring market with Wenjuanxing and developed a piano curriculum blending practice and theory. Strengthened student relationships using Zoho CRM and Tencent Questionnaire for personalized learning.

ACADEMIC PROJECTS

Driver Allocation Optimization for Uber, Prescriptive Analytics Project Using Python & Gurobi   June, 2025
Developed a linear optimization model in Python using Gurobi to assign drivers to zones and time blocks, minimizing passenger wait time and driver idle time while respecting labor laws and driver preferences. Processed 2,000+ real-world ride-share records from 8 California cities, applying cluster-based constraints and slack penalties to handle unmet demand.

Car Price Prediction, Machine Learning Project Using Python   Mar, 2025
Built and tuned regression models (Polynomial, SVR, Random Forest, XGBoost) to predict car prices from 10,000 records using multiple factors, identifying year, mileage, and transmission type as top predictors.

How Can We Enhance Passenger Satisfaction for Airlines, Data-Driven Marketing Project Using Language R   December, 2024
Analyzed the key drivers of customer satisfaction and identified shared characteristics among clusters of dissatisfied customers. Performed linear regression, stepwise regression, k-mean clustering analysis for practical optimizations.

ADDITIONAL INFORMATION

Languages: Cantonese (Native), Mandarin Chinese (Native), English (Advanced), Spanish (Advanced)
Leadership Experience:

Guangdong University of Foreign Studies, Faculty of European Languages and Cultures Football Team, *Captain*   2022-2023
Guangdong University of Foreign Studies, Faculty of European Languages and Cultures Student Union, *Sports Organizers*   2020-2021

Interests: Soccer, Music, Chinese Chess, Travelling, and Psychology