

YUJING (YUKI) ZHANG

✉ yujingzhang1205@gmail.com · ☎ 469-782-5451 · in Yujing Zhang

🎓 EDUCATION:

University of Texas, Dallas

M.S. in Information Technology Management

08/2016 - 05/2018

Dallas, TX

Anhui University

B.S. in Finance

08/2011 - 05/2015

Anhui, China

⚙️ QUALIFICATIONS:

- **Programming Languages:** SQL, Python (NumPy, Scikit-learn, pandas, matplotlib, seaborn, keras, jupyter notebook, Scrappy), SAS
- **Applications:** Jira, Google Analytics, Tableau, Excel (Advanced), MS Visio, Sketch, Figma
- **Statistical Skills:** Linear regression, Classification, A/B Testing, k-NN, Decision Tree, Neural Network, K-Means Clustering
- **Certifications:** Advanced Google Analytics, Managing Big Data with MySQL, Foundations of Project Management

👤 WORK EXPERIENCE:

Product Manager, Business Analytics

AILaw Inc.

10/2018 - Present

San Jose, CA

- Responsible for the definition and development of software roadmaps, engage with experienced cross-disciplinary staff to conceive, design and develop innovative consumer products
- Built the customer support team from scratch. Work closely with attorneys to mine their workflow, habits and collect their feedback, draft usage guidelines and conduct client ongoing training to help customers and sales team better understand the latest features
- Effectively communicate and collaborate internally with engineering, sales, operations and customer success teams in the U.S and China, and externally with clients for product plans and requirements, led a team of 10 to complete MVP development and won 70+ new clients in 6 months. Keep weekly release for over 3 years under the agile project management
- Draft and update Functional Specifications Document (FSD) and Functional Requirement Specification (FRS) to ensure goals of the ongoing projects are met, combine tactical roadmaps and requirements into compelling products and evangelize that vision within the organization
- Monitor product usage through google analytics, analyze platform application data, generate weekly usage reports, evaluate product features and marketing strategies based on reports and client feedbacks, discover problems and improve product, marketing, and channel models based on data driven results
- Write daily Client Success Reports to identify inactive clients, work with customer success team to build customer loyalty and successfully retain 50% of high-risk clients

📌 HIGHLIGHT ACADEMIC PROJECTS:

Calculating eCommerce Growth Projections (Python)

- Explored and visualized e-commerce data using Plotly, to view Monthly Revenue, Monthly Revenue Growth Rate, Monthly Active Customers, Monthly Order Count, Average Revenue per Order, New Customer Ratio, Monthly Retention Rate, Cohort Based Retention Rate
- Created segments for customer data based on RFM (Recency - Frequency - Monetary Value) and calculated recency, frequency, and monetary values by K-means cluster
- Calculated lifetime values of customers, converted categorical columns to numerical columns by dummy data, created cluster columns of customers based on the lifetime values, and used XGBoost to predict the customer classification with 90% precision
- Predicted churn rates using logistic regression & XGBoost, and identified the most important feature (Total Charges and Monthly Charges)
- Predicted Next Purchase Day by XGBoost, performed cross validation by logistic regression, GaussianNB, Random Forest, SVC, Decision Tree, K-Neighbor Classifier, and optimized model using hyper parameter tuning

Movie Recommendation System:

- Analyzed a dataset from TMDB consisting of 26,000,000 ratings and 750,000 tag applications, performed EDA (explore data analysis)
- Explored the data to identify key features of movies, including languages, countries, collections, financial, budgets, revenues, runtime, etc., extracted features based on EDA
- Created a content-based recommendation system based on movie overviews, taglines, movie casts, keywords, and genres, used cosine similarity to calculate the similarity among movies, optimized the system by adding popularity and ratings
- Created another recommendation system using user-based collaborative filter and added more personalized featured to the model, used SVD to suggest users' similarity, combined both recommendation systems, content-based and user-based, for the complete user experience