Yujing (Yuki) Zhang

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Education:

University of Texas, Dallas 08/2016 - 05/2018

M.S. in Information Technology Management Dallas, TX

Anhui University 08/2011 - 05/2015

B.S. in Finance Anhui, China

Qualifications:

- **Programming Languages:** SQL, Python (NumPy, Scikit-learn, pandas, matplotlib, seaborn, keras, jupyter notebook, Scrapy), 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 10/2018 - Present

AILaw Inc. 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
- Effectively communicate and collaborate internally with engineering, sales, operations and customer success teams, 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
- 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
- Created a database through Python Scrapy to generate a list of potential clients, build automatic analytic models to target and connect with potential clients, apply A/B testing to optimize email campaigns and increase email click rates by 40
- 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
- Used Long Short-term Memory (LSTM) method and Keras to predict sales revenue for the next 3 months, analyzed control group and experiment group to test market responses and customer growth

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