

# Yonghao Zhang

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## EDUCATION

University of Colorado Boulder

Boulder, CO

### Master of Science: Business Analytics

May 2019

Cum. GPA: 3.85

- Quantitative Methods, Structured Data Modeling, Market Intelligence, Digital Advertising, Advanced Data Analytics, Applications of Advanced Stats in Advertising, Unstructured & Distributed Data Modeling & Analysis, Customer Analytics

### Dual Bachelor of Arts: Computer Science & Economics

May 2019

## TECHNICAL SKILLS

- Python (NumPy, SciPy, Pandas and Scikit-learn, PySpark), Hadoop, R, C/C++, JavaScript, SQL, MATLAB, Mathematica, Swift 3, Scala, pivot tables and Bash
- Git, Linux, machine learning, big data, MySQL, IBM SPSS, SAS, Tableau, Jupyter Notebook, Hive, Rstudio, DataGrip, Xcode, AWS, DataRobot, Latex, Google AdWords, Microsoft Office

## PROJECT EXPERIENCE

- Google's Online Marketing Challenge**
  - Achievements: Launched a series advertisement on Google for Wewote by applying digital advertising. Result was 9.19K impressions and 1.08K clicks with further keyword refining.
  - Tools: Python, KPIs, and Google AdWords
- Quantitative Criticism Project**
  - Achievements: Analyzed trending YouTube video data on Kaggle. Determined statistics between five countries and 26 attributes, and identified multiple correlations of several related predictors. Data cleaned by Python, visualized by D3js and presented on HTML.
  - Tools: KPIs, Python, HTML, JavaScript, D3js
- Structured Data Modeling Project**
  - Achievements: Designed and created a database for a concert management company. It followed the standard of normalization and referential integrity and was able to interpret valuable information.
  - Tools: SQL, MySQL Workbench
- Predictive Analytics Challenge**
  - Achievements: Developed a machine-learning algorithm that regressed video ad features with total clicks and concluded the significant features that improve video ads effectiveness.
  - Tools: Python, DataRobot, Latex
- Climate Change Analysis**
  - Achievements: A data mining project that examined the climate change trend since 1750 and demonstrated the relationship between climate change and global warming.
  - Tools: Python, R, MATLAB, Latex
- Topic Modeling Amazon Product Reviews**
  - Achievements: Used method of Latent Dirichlet Allocation (LDA) topic modeling to deliver business insight for the Italian retail clothing company - Diesel S.p.A.
  - Tools: Python, html, JavaScript, Jupyter Notebook
- Time Series Analysis of Google Trends Data**
  - Achievements: Analyzed the driving factors behind Google Search interest for Netflix, while assessing for influential factors like market trends, seasonality, cyclical behaviors, and irregular changes.
  - Tools: Facebook Prophet, Jupyter Notebook

## INTERNSHIP EXPERIENCE

### Hunter Douglas, Inc. – Broomfield, CO

Jan 2019 – May 2010

Business Analyst Internship

- Designed and built predictive models for 19 different product lines in order to intercept manufacturing and assembly errors of products.
- Enhanced customer experience and product quality by predicting product defects in the early stages through statistical models and machine learning techniques.

### Everstars Electronics Co., Ltd – Beijing, China

May 2016 – Aug 2016

Data Analyst Internship - Operations

- Assisted with analyzing sales data to maintain the balance of demand and supply.
- Manipulated data with pivot tables, pivot charts, and macros.