

SIYU ZHAO

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EDUCATION

McGill University - Montréal, Canada

Bachelor of Arts & Bachelor of Science: 09/2020 - 05/2024

- **Major Concentration** in Statistics; **Major Concentration** in Economics

Master of Information Studies: 08/2024 - 05/2026

- Data Science & User Experience

PROFESSIONAL EXPERIENCE

Research Intern (Full-time), 07/2023 - 08/2023

Jiaxing Research Institute, Zhejiang University – Jiaxing, China

Project 1: Development Status of Individual & Commercial Businesses in 2023 Q2

- Designed and distributed questionnaire survey to individual industrial and commercial businesses in Xiuzhou District, gaining insights into development goals and progress stages
- Developed and implemented Python codes to automate data processing steps including data arrangement and cleansing, successfully enhancing operational efficiency
- Constructed statistical models to perform quantitative and qualitative analysis while continuously optimizing models to enhance accuracy and performance
- Spearheaded comparative analysis of business development statuses across Q1 and Q2 of 2023, generating visualizations to showcase findings while co-producing report outlining sector monitoring and analysis

Project 2: Operational Performance of Privately-Owned Enterprises in 2023 Q2

- Coordinated seminars and workshops while extending invitations to entrepreneurs and CEOs of privately held companies to initiate discussions on issues affecting corporate development including local policies and labour market
- Compiled data from official sources while extracting relevant information from industrial reports, synthesizing and delivering findings to university's Centre for Research of Private Economy
- Actively contributed to various project components by spearheading data modelling, analysis and visualizations while generating comprehensive reports to summarize critical insights

Project 3: Case Study of Digital Economy's Contribution to Achievement of Common Prosperity

- Played key role in research activity organized by Xihu District Government by conducting on-site visits to prominent companies, gaining insights into organization's digital transformation efforts in corporate management and supply chain initiatives
- Facilitated interviews with company's senior leaders to ascertain effectiveness of digital transformation strategies, consolidating interview discussions, site visit findings and organizational analysis into concise data summary

Revenue Management Intern (Full-time), 06/2023 - 07/2023

COSCO Shipping Lines Co., Ltd. – Shanghai, China

- Conducted multi-dimensional analysis to explore relationship between shipping capacity and profitability, effectively driving company's expansion goals
- Established benchmarks by reviewing top 10 global shipping companies' annual data reports across past decade and calculated capacity proportions for organizations' routes to determine shipping capacity values while updating statistics in COSCO's internal databases
- Aggregated data related to container freight and utilization ratios to track operational performance of 2 major competitors while calculating quarterly increase and decrease ranges
- Analyzed changes in NO and stability of shipment industry market leaders' routes by extracting 2 decades' worth of data including companies' net income and routes' China Container Freight Index (CCFI) quarterly means
- Leveraged Python to analyze data while employing MS Excel to develop data visualizations, consolidating analysis and visualizations in detailed analytical reports
- Assumed responsibility for data analysis tasks related to revenue forecasting, successfully supporting development of pricing strategies via competitor analysis and market evaluation to comprehend demands and influential factors
- Constructed price elasticity model using visualizations of previous sales trends and current sales data; assessed and compared quotes of partner channels to establish benchmarks for pricing strategy development

VOLUNTEER EXPERIENCE

Team Leader | Yijia Commonweal Organization, 06/2020 - 08/2020

- Assembled and directed team of 80+ volunteers, formulating activity plans for charity marathons and fundraising events to support community needs
- Expanded organization's online and offline influence by executing media marketing campaigns, utilizing various strategies such as posts, posters and advertisements to promote goals and missions
- Conducted in-depth interviews with community residents to gain insights into prominent industries while assessing feasibility of adopting online shopping modes for local businesses, leveraging research findings to devise detailed proposal for local economic development

SKILLS & INTERESTS

- **Technical Proficiencies:** Microsoft Office Suite (PowerPoint, Word & Excel), MS Power BI, Altair AI, Python & R
- **Professional Skills:** Data Mining & Analysis & Visualization, Statistical Modelling, Quantitative & Qualitative Research, Usability Analysis, Business Analysis, Competitive Benchmarking, Information Retrieval, Industry Analysis, Project Management, Marketing Management & Strategic Planning
- **Qualitative Strengths:** Leadership, Communication, Collaboration & Decision Making
- **Languages:** Fluent Proficiency in Mandarin & English; Novice Proficiency in French & Spanish
- **Interests:** Fitness, Flower Arrangement & Painting