Xinru (Violet) Zhao

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EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA **Sep. 2025**
Master of Science in Business Analytics
- **Relevant course work:** Foundations of Business Analytics, Statistics for Data Science, Machine Learning, Management Science Analytics, Customer & Social Analytics, Natural Language Process and Business Data Management(SQL), Deep Learning, Marketing Analytics
- **Certificates:** Intermediate Python, Intermediate R, Introduction to SQL(by DataCamp)

Zhejiang University of Finance and Economics, Hangzhou, Zhejiang, China **Jun. 2024**
Bachelor of Business Administration
- **Relevant course work:** Marketing Research, New Media Marketing, Customer Behavior, Business Data Analysis and Leadership Development
- **Certificates:** Operations Analytics, Customer Analytics (by University of Pennsylvania)

EXPERIENCE

SUZHOU RUIDONG ELECTRIC TECHNOLOGY COMPANY, Suzhou, Jiangsu, China **Jul. 2023 – Sep. 2023**
Marketing Department Intern
- Monitored and assessed conversions and sales data, identifying conversion attribution, and calculated the Return on Investment (ROI) for Pay-Per-Click (PPC) advertising campaigns focused on automotive parts, boosting sales on specific parts.
- Gathered and analyzed review data from esteemed clients such as SAIC GM, JAC Ford, and BYD, providing valuable insights into supply and transaction processes.
- Fostered stronger client relationships and satisfaction by enhancing communication channels, refining copywriting and improving bilingual product descriptions to align with client requirements.

SHANGHAI GPI TECHNOLOGY COMPANY, Shanghai, China **Jul. 2022 – Sep. 2022**
Marketing Department Intern
- Drafted 2 marketing plans and participated in 3 medium-size social media branding promotion campaigns.
- Built event booths and planned booth layouts based on consumer behavior and psychology, attaining more profits than estimated.
- Managed the online promotions progress and monitored 2 live-streaming events.
- Performed social media sales analytics, tracked KPI, and provide reports on the effectiveness of social media campaign.

PROJECTS & ACTIVITIES

SPAM DETECTION PROJECT, Irvine, CA **Jan. 2025 – Mar. 2025**
Data Analyst
- Applying **Natural Language Processing** and **Machine Learning** including **Word Cloud**, **TFIDF Vectorizer**, **Naïve Bayes** and **Random Forest** to conduct spam detection between spam and non-spam massage with the highest recall 0.88.
- Improved higher accuracy 0.93 by utilizing another resampling technique **SMOTE**, achieving a more precise spam detection system.
- Generated an interactive interface combined with the model created, demonstrating an excellent presentation in class.

MACHINE LEARNING PROJECT, Irvine, CA **Sep. 2024 – Dec. 2024**
Data Analyst
- Used **Logistic Regression**, **Random Forest** and **K-Nearest Neighbor** in **Python** with some improving method **Gridsearch** and **SMOTE** to get the best accuracy 0.87 from 0.61 to assist HR in developing targeted retention strategies, including data pre-processing, data visualization, obviously accelerating the pace of our project.
- Drafted report for project that highlights key drivers of employee attrition, including age, commute distance, compensation, work environment, and overtime, discovering its meaningful aspect in real life, eventually getting higher score than expected.

SUN COUNTRY AIRLINES CASE PROJECT, Irvine, CA **Aug. 2024 – Sep. 2024**
Business Analyst
- Achieved **Customer Segmentation** by dividing dataset into 5 segments using Cluster Analysis with **K-Means** by **Python**, utilizing Data Visualization with **Excel** and **Tableau** to figure out specific features of each group, and compare different characteristics of them.
- Participated in creating analytical report about Booking channels, Membership, Seasonal Trends, Booking Timing and Vacation packages for Sun Country Airlines, giving practical suggestions and recommendations.

RELEVANT SKILLS

Strengths: Data Analysis, Marketing Analysis, Operations Analytics, Social Media Branding, Natural Language Processing

Technical: Proficient in MS Office (Word, Excel, PowerPoint), SQL, Python, Tableau.

Language: English (Fluent) Mandarin(Native)