

# Enju Zhang

Data Analytics  
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## EDUCATION

COLUMBIA UNIVERSITY	BIostatISTICS	MASTERS	SEPT.2023 - MAY.2025
UNIVERSITY OF CALIFORNIA AT DAVIS	APPLIED MATHEMATICS	UNDERGRAD	SEPT.2018 - MAY.2023

## EXPERIENCE

BOJIMED, SAS PROGRAMMING MAY.2024 – SEPT.2024

- Assisted biostatisticians in clinical trial design and statistical programming for a multi-center, double-blind Phase II RCT on un-complicated influenza.
- Drafted a 30+ page Statistical Analysis Plan (SAP), created TFL shells, and developed SAS programs based on SAP requirements.
- Built SDTM and ADaM datasets (e.g., ADSL, ADAE, DM, EG, SE, SV) in compliance with CDISC standards.
- Generated Tables, Listings, and Figures (TFLs) using modular macro-based SAS scripts to streamline output.
- Contributed to interim analyses and safety/efficacy summaries (SAR).

ALIBABA GROUP, BUSINESS ANALYTICS JULY.2022 – SEPT.2022

- Conducted user behavior and sales data analysis for an e-commerce platform.
- Built user segmentation models (RFM), retention models, and behavior path analysis to support product strategies on user growth, repeat purchases, and conversion optimization.
- Collaborated on data collection, cleaning, and modeling workflows.
- Utilized essential Python packages (pandas, Matplotlib, Seaborn) to analyze lifecycle trends, identify high-risk users, and visualize key performance metrics.
- Informed improvements to recommendation algorithms and marketing strategies based on data-driven insights.

PWC, CYBERSECURITY JULY.2021 – SEPT.2021

- Supported data analysis and regulatory research on data security laws and enterprise data governance.
- Contributed to four DCMM (Data Management Capability Maturity Model) assessments and interviewed 17 evaluation entities.
- Co-authored a summary report on corporate responses to China's data security law.
- Analyzed legal frameworks and investigated compliance risks related to legislation, jurisdiction, cross-border data transfer, and data classification.
- Assisted in developing governance strategies and evaluating enterprise-level data protection practices.
- Investigated international data export regulations and security incidents in the automotive sector.

## RESEARCH

IMPERIAL COLLEGE LONDON, DISEASE KINETICS MODELING ON COVID-19, DR. J. LAMB FEB.2022

- Built and applied infectious disease models (SEIRD, SEIR, SIR) to analyze and forecast COVID-19 transmission dynamics using R.
- Collected and processed epidemiological data from Beijing and Shanghai CDC (Sept–Dec 2021); visualized outbreak trends and intervention impacts.
- Evaluated the effectiveness of public health measures such as quarantine, vaccination, and travel restrictions using model simulations.
- Led comparative analysis of SEIRD vs. SEIR/SIR models, assessing theoretical assumptions and practical applicability.
- Explored parameter estimation methods and applied stochastic modeling to improve fitness for heterogeneous and spatially structured populations.

## SKILLS

SAS, R, SQL, PYTHON, TABLEAU, EXCEL, LATEX

MACHINE LEARNING, SURVIVAL ANALYSIS, REGRESSION MODELS, MATHEMATICAL STATISTICS, DATA STRUCTURES, EXPERIMENT DESIGNS, EPIDEMIOLOGY, STOCHASTIC PROCESSES

## CERTIFICATES

SAS CERTIFIED SPECIALIST (ADVANCED SAS PROGRAMMING CERTIFICATE)

Verification Code f239c53e5fcb40ac959fe4d1a0edb0ca

Verification Link <https://cp.certmetrics.com/SAS/en/public/verify/credential>

IBM DATA ANALYTICS CERTIFICATE (IBM DATA ANALYTICS CERTIFICATE)

Verification Link <https://www.coursera.org/account/accomplishments/specialization/certificate/KWFH904A1FLV>

## WEBPAGE PORTFOLIO

Personal Webpage <https://xs-761.github.io/>

Portfolio <https://github.com/Xs-761?tab=repositories>