YANZI(ZOEY) CAI

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EDUCATION

SIMON BUSINESS SCHOOL, UNIVERSITY OF ROCHESTER - Rochester, NY

Master of Science in Marketing Analytics (A Stem Certificated Program)   **Jul.2019-Dec.2020**
- **Coursework** Predictive and Causal Analytics with R (A/B Testing),   *(Available for full time in May)*
Machine Learning with Python, Data Visualization with Tableau, Social Media Analytics, Analytics Design and Application, Pricing Analytics with R, Consumer Behavior

GUANGDONG UNIVERSITY OF TECHNOLOGY- Guangzhou, China

Bachelor of Management in Economics   (Merit Scholarship recipient)   **Sep.2015-Jun.2019**
- Awarded Outstanding Winners (top 4% among national contestants) in the Business Elite International Trade Challenge of University Students.
- Broadcaster & Head of the News Department in the University's Broadcasting Station.

EXPERIENCE

EVERBRIGHT SECURITIES - Guangzhou, China

Intern, Stock Trading Department   **Sep.2018-Nov.2018**
- Conducted more than 100+ surveys on clients' investment intention and risk tolerance; drafted reports based on the information collected to meet clients' needs.
- Assisted the account manager in conducting client presentations which served to further aid their understanding of the current market and economic trends.

GUANGZHOU POWER MEDIA MARKETING CO., LTD., - Guangzhou,China

Intern, Data Analyst for the Start-up Brand "PPtea"   **May.2017-May2018**
- Processed and analyzed sales trends to provide accurate summaries based on region and flavors.
- Contributed to PPtea's success in acquiring over 10,000 followers on T-mall as well as increasing monthly profit by 500% in May 2018.

PROJECT

BEECH-NUT NUTRITION CORPORATION   - Rochester,NY   **Jan.2020 - Present**
Marketing Analyst (Practicum Project)
- Analyzed SKU data (2,077 rows, 45 columns) of Beech-Nut's baby food pouch product sales with R and visualized key findings with Tableau; extracted key value attributes and provided relevant promotion recommendations.
- Conducted secondary research on the baby food market; applied 4P marketing matrix to further explore opportunities of development and provided insights on marketing strategies.

ACADEMIC PROJECT

Marketing Analytics: Revitalized broader product line -Rochester,NY   **Jan.2020**
- Predicted missing data (profiles do not exit in survery) using conjoint model; clustered potential consumers into segments using K-Means Clustering and further analyzed segments by A Priori Analysis.
- Conducted disaggregate analysis with a first choice rule to forecast market shares; estimated profit for each product and product line based on market share and recommended the best possible product line considering competitive response, cannibalization potential, profitability, and long-run performance.

Social Meida Analytics: Non-complaint Tweets for American Airlines   - Rochester,NY   **Nov.2019**
- Cleaned and classified text data including 4,555 Twitter comments for seven Airlines.
- Predicted sentiment of each tweet in training data set using Naïve Bayesion, Support Vector Machine(SVM) and Maximum Entropy models.
- Evaluated performance of each model by calculating recall and precision, extrapolating non-complaint tweets using the best model from the full data set with 71% precision.

ASSETS & INTERESTS

- **Technology:** R(ggplot2, dplyr, cluster, stringr, tm, rpart, etc.), Python(NumPy, Pandas, matplotlib, scikit-learn,etc.), SQL, Tableau, MS Office; Google Analytics certified
- **Languages:** Chinese (Native); English (Business proficient)
- **Volunteer:** English and Math teacher in an elementary school in Colombo, Sri Lanka.
- **Interests:** Travel and Culture; Broadcasting- Ran a campus news broadcast during University