YURI ZHANG

(852) 57442084 | zhangyushuangzi@outlook.com | [Linkedin](#) | [Portfolio](#)

PROFESSIONAL EXPERIENCES

Bureau Veritas · **Hong Kong SAR**
Data Analyst, Business Intelligence (BI) & Analytics, Foresight Team · *09/2022 – present*

- Managed all Tableau BI Analytics for client facing and operational teams with 10k+ monthly usage, lead BI projects by working with stakeholders to define business requirements, building data models, working with data engineers to set up and validate data sources, and designing Tableau dashboards to deliver fast and robust analytical tools
- Developed models in Python for reviewing validity of certificates, applied an OCR model to extract text from pdf files and utilised Azure GPT4 for text reconstruction and verification, achieving an over 10 times increase in document review efficiency
- Improved data quality by 10 % YoY by building a data quality monitoring dashboard, streamlining the data audit process and driving the implementation of data governance strategies
- Created advanced Tableau dashboards with a total of 80+ pages of analysis to automate the preparation of business review PowerPoint presentations for all clients across 3 service lines, saving 8+ hours of weekly manual work for 120+ colleagues
- Designed storylines for product and supply chain analysis with Figma and validated prototypes to productionize a new BI Analytics feature working with software engineers and UX designers
- Migrated 100+ excel-based reports from a legacy system to Tableau server in 2 months, established a field mapping library and produced training videos for 150+ users, ensuring seamless usability and data consistency post system decommission

University of Hong Kong · **Hong Kong SAR**
Research Assistant, HKU Business School · *01/2022 – 04/2022*

- Assisted introductory level Python course by offering in-class support, Q&A sessions, and tutorials to 40+ MBA students
- Designed and fine-tuned tutorial materials for Python applications including automating scheduled reports, data visualization (*Plotly*), web scraping (*Selenium*), text analysis (*nltk, scikit-learn*), image processing and object detection (*OpenCV*)
- Served as an advisor to a team of 5 MBA students for their final project on building a user-friendly financial analyser in Python and facilitated regular project meetings, ultimately leading the project to secure first place in the class

Amazon Web Services · **Beijing, China**
Business Analyst Intern, AWS Business Operations Team · *06/2020 – 12/2020*

- Developed 5 Excel dashboards for tracking sales performance and implemented 10+ new features to enhance user experience
- Created VBA tools to automate routine data preparation process and substantially reduced manual work up to 6 hours per week
- Built and maintained customized internal sites with 30+ pages using HTML and CSS, used daily by management and sales
- Coached a new intern with no background on Excel to get up to speed in dashboard building in less than 2 weeks

Xiaomi Technology · **Beijing, China**
Business Analyst Intern, Global Monetization Team · *03/2020 – 05/2020*

- Provided data-driven insights to potential clients by analyzing historical mobile app usage data to identify patterns and trends
- Produced 15+ sales proposals and market research and helped achieve a partnership with one of the top financial apps in Spain
- Partnered with ad distributors in India and launched 10+ ad campaigns targeting South Asia with a total budget of $20,000+
- Wrote SQL queries to extract data from data factory and utilised Google Ad Manager to prepare KPI tracking reports to clients

SELECTED PROJECT

AI Approach Enhancement in Indoor Map Production with Mapxus · *05/2022 – 06/2022*

- Evaluated the Brand Identification AI approach for Point-of-Interest data collection and created 3D indoor maps for two shopping malls in collaboration with Mapxus, an indoor-mapping start-up in Hong Kong
- Web scraped 33k+ shops in 1k+ shopping malls in Hong Kong from Google Map to create a list of brand names with Python
- Developed a brand autocorrect algorithm using text similarity score to match correct brand names from texts extracted with OCR tool, tested for two malls, and improved the prediction accuracy of Brand Identification AI approach from 60% to 85%

EDUCATION

University of Hong Kong · **Hong Kong SAR**
Master of Science in Business Analytics · *08/2021 – 11/2022*

- Awards: Dean's Honours List, Entrance Scholarship (Top 5%), Merit-based Scholarship (Top 10%)

Beijing Normal University · **Beijing, China**
Bachelor of Economics in Finance · *09/2017 – 06/2021*

- Awards: 2018 **National Scholarship** (Top 1%), BNU First-Class Academic Scholarship (Top 10%) for 3 consecutive years
- International Study: **University of Manchester** (2019 Fall Semester Exchange), **London School of Economics and Political Science** (2019 Summer School in Data Science and Machine Learning)
- On-Campus Work: Part-time Data Analytics Assistant at the Data Centre, developing BI Analytics for the school data platform

SKILLS

- **Tools**: Tableau, Tableau Prep, SQL, Python, Microsoft Office, VBA, Power BI, Power Query, Power Automate, Jira
- **Language:** English (professional), Chinese (native), Japanese (elementary)