

# YURI ZHANG

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## EDUCATION

### University of Hong Kong (HKU)

*Master of Science in Business Analytics*

**Hong Kong SAR**

08/2021 – 11/2022

- Awards: Dean's Honours List, Entrance Scholarship (Top 5%), Merit-based Scholarship (Top 10%),
- Coursework: Business Statistics, Quantitative Analysis, Machine Learning, Forecasting Analytics, Prescriptive Analysis

### Beijing Normal University (BNU)

*Bachelor of Economics in Finance*

**Beijing, China**

09/2017 – 06/2021

- Awards: 2018 **National Scholarship** (Top 1%), BNU First-Class Academic Scholarship (Top 10%) for 3 consecutive years
- Coursework: Probability Theory and Statistics, Calculus, Linear Algebra, Mathematical Modelling, Java, Econometrics
- Study Abroad: 2019-2020 Fall Semester Exchange in Finance and Economics at **University of Manchester**; 2019 Summer School in Data Science and Machine Learning at the **London School of Economics and Political Science**

## PROFESSIONAL EXPERIENCES

### Bureau Veritas

*Data Analyst, Business Intelligence & Analytics*

**Hong Kong SAR**

09/2022 – present

- Built 10+ Tableau dashboards for supplier performance analysis, KPI Monitoring, failure diagnostic analysis, and re-design of Power BI dashboards for clients including Macy's, JC Penny and Walmart to provide supply chain risk management insights
- Applied OCR tools and text embeddings by Azure OpenAI to extract text from pdf, automating document validation process
- Designed and built prototypes of interactive dashboard with Plotly and Dash in Python for new BI product development
- Developed a dashboard for senior management to track productivity for 36 positions in 3 regions across 3 service lines; Implemented an automated data pipeline in Tableau Prep and established standard operating procedures to ensure data quality
- Migrated 100+ reports from a legacy system to Tableau in 2 months, ensuring seamless usability post system decommission
- Automated PPT presentations for monthly performance review for all clients across 4 service lines with 4 Tableau dashboards
- Conducted sharing session on BI Analytics for internal users to promote data quality control and adoption of BI tools
- Explored advanced data visualisations in Tableau including gauge and radar chart, and created 10+ demos with documentations

### Mapxus

*Business Analyst, HKU Business Analytics Capstone Project*

**Hong Kong SAR**

05/2022 – 06/2022

- Conducted experiments to evaluate the current manual practice and the new Brand Identification approach for POI (Point-of-Interest) data collection, and created indoor digital maps and visual 3D maps for 2 shopping malls in HK
- Web scraped 33k+ shops in 1k+ shopping malls in HK from Google Maps to create a list of brand names with Python
- Developed a brand autocorrect algorithm to predict the correct brand names from the raw OCR identified texts using text similarity score, tested for 2 malls with simulated data, and improved the prediction accuracy of BI approach from 60% to 85%

### University of Hong Kong

*Research Assistant, HKU Business School*

**Hong Kong SAR**

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 codes for Python applications including automating scheduled reports, data visualization (*plotly*), web scraping (*Selenium*), text sentiment analysis (*nltk*, *scikit-learn*), image processing and object detection (*OpenCV*)
- Advised a group of students on final project to build a financial analyser with user interface, which won the first place in class

### Amazon Web Services

*Business Data Analyst Intern, AWS Business Operations Team*

**Beijing, China**

06/2020 – 12/2020

- Built 5 sales dashboards with advanced Excel techniques while implementing 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
- Developed customized team wiki with HTML and CSS containing 30+ pages used daily by executives, managers, and sales
- Coached new intern with no background on Excel skills to get up to speed in dashboard building in less than 2 weeks

### Xiaomi Technology

*Business Analyst Intern, Global Monetization Team*

**Beijing, China**

03/2020 – 05/2020

- Provided data-driven insights to potential clients by analysing historical mobile app usage data to identify patterns and trends
- Conducted market research with competitive analysis and customer segmentation to identify potential clients
- Produced 15+ sales proposals and presentations 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+
- Tracked KPI with data from Google Ad Manager and SQL queries for ad campaigns and prepared daily report to clients

## SKILLS

**Tools:** Python, Tableau, Tableau Prep, SQL, R, VBA, Power BI, Microsoft Office

**Language:** English (professional), Mandarin (native), Cantonese (elementary), Korean (beginner), Japanese (beginner)