

YUSHUANGZI (YURI) ZHANG

(852) 57442084 | zhangyushuangzi@outlook.com | share.streamlit.io/yuri0203/portfolio/main

EDUCATION

University of Hong Kong (HKU)

Hong Kong SAR

Master of Science in Business Analytics Candidate (GPA: 3.8/4.3)

08/2021 – 07/2022 (Expected)

- Awards: Entrance Scholarship (Top 5%), Merit-based Scholarship (Top 10%)
- Coursework: Business Intelligence, Business Statistics, Quantitative Analysis, Machine Learning, Forecasting Analytics

Beijing Normal University (BNU)

Beijing, China

Bachelor of Economics in Finance (GPA: 91.78/100; Top 5%)

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** (GPA: A+); 2019 Summer School in Data Science and Machine Learning at the **London School of Economics and Political Science** (GPA: A)

PROFESSIONAL EXPERIENCES

Mapxus (HKU Business Analytics Project)

Hong Kong SAR

Business Analyst

05/2022 – 06/2022

- Web scraped 33k+ shops in 1k+ shopping malls in HK from Google Maps to create a list of brand names with Python
- Built a brand autocorrect algorithm to match the OCR identified raw texts from on-site sampled panoramic videos to the correct names in the brand list based on text similarity score, tested for 2 malls in HK, and improved the accuracy from 60% to 85%

University of Hong Kong

Hong Kong SAR

Research Assistant, HKU Business School

01/2022 – 04/2022

- Assisted MBA Python course by offering weekly in-class support, troubleshooting sessions, tutorials, and homework grading
- Designed and fine-tuned lecture 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*)
- Instructed one group of MBA students to build a financial analyzer with user interface, which won the best project in class

Beijing Normal University

Beijing, China

Data Analytics Assistant, BNU Data Center

04/2021 – 06/2021

- Created 15+ storylines with 80+ dashboards in Tableau to conduct descriptive analysis and data visualization of school's ranking, financials, and demographic for the internal data platform, streamlined data preparation workflow with Tableau Prep
- Wrote SQL queries to extract data from Oracle database and wrote VBA codes to automate raw data cleaning in Excel
- Improved interactive data visualizations using advanced Tableau techniques, wrote 20+ demos for team members' reference

Amazon Web Services

Beijing, China

Business Data Analyst Intern, AWS Public Sector & Industry Business Development (IBD) Team

06/2020 – 12/2020

- Produced 50+ weekly/monthly sales dashboards by processing 6 GB of data to track sales KPI with advanced Excel techniques
- Streamlined data-reporting process by creating five automated Excel templates with VBA, speeding up the workflow 6 times
- Built customized wiki pages with HTML and CSS containing 30+ pages used by 40+ managers and sales BDs weekly
- Maintained business dashboards by adding 10+ new features, responded to sales BDs' data-related inquiries within 24 hours
- Updated 1,500+ Salesforce accounts by categorizing customer profiles and matching sub-industry tagging via desk research

Xiaomi Technology

Beijing, China

Business Analyst Intern, Global Monetization Team of Internet Services Group

03/2020 – 05/2020

- Provided data-driven insights by analyzing historical mobile app data to resolve the challenges of potential clients
- Conducted market research with competitive analysis and customer segmentation to identify potential mobile ads clients
- Produced 15+ sales proposals and presentations to help achieve a partnership with one of the top financial apps in Spain
- Partnered with ad distributors in India and launched 10+ ad campaigns targeting India and SEA with a total budget of \$20,000+
- Tracked key metrics via Google Ad Manager and SQL for ad campaigns, prepared inventory tests and daily reports to clients
- Collaborated closely with five groups, including sales, product, operations, tech, and finance, to maintain smooth operations

ACADEMIC PROJECTS

Employee Attrition Analytics | Machine Learning & Optimization

03/2022

- This project aims to apply a predict-then-optimize method to minimize employment cost and retain an acceptable turnover rate
- Performed data preprocessing and oversampling for data imbalance; built Logistic model and Random Forest with optimal hyperparameters and decision boundary to detect potential leaving employees in Python, achieved 83% testing accuracy
- Solved binary optimization problem under scenario analysis with *pyomo*, achieved 38% cost reduction with 10% turnover rate

Pricing Model for Digital Labor Crowdsourcing Platform | Mathematical Modelling

07/2019

- This project aims to propose a pricing model for a labor crowdsourcing App to maximize the task completion rate
- Performed K-means clustering analysis on tasks' geographical distribution; formulated an optimization model with the objective of balancing the attractiveness of tasks to members, incorporated genetic algorithm to obtain the optimal pricing
- Simulated the real-time App workflow in MATLAB to assess model performance, achieved 21% higher task completion rate

SKILLS

Tools: SQL, Tableau, Python, R, VBA, Microsoft Office

Language: Mandarin (native), English (fluent; IELTS: 7.5; GRE: 330), Japanese (beginner)