# 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: 4.0/4.3)*                    *08/2021 – 12/2022 (Expected)*
- Awards: 20% Entrance Scholarship
- Coursework: Business Intelligence, Business Statistics, Quantitative Analysis, Machine Learning, Prescriptive 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 Capstone Project)                                                                   **Hong Kong SAR**
*Business Analytics Project Intern*                                                                    *05/2022 – 06/2022*
- Collected panoramic videos with on-site sampling for 3 shopping malls, automated brand recognition using OCR in Python
- Applied web scraping to streamline POI (Point-of-Interest) extraction and created 6-floor Digital Map with indoor Map Editor
- Conducted market research and analysis of up to 20 competitor products on POI extraction, update, and maintenance methods

**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 fined-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 of school's ranking, financials, and demographic, published all live-monitoring dashboards online to the BNU internal data platform with Tableau Server
- Wrote SQL queries to extract data from Oracle database regularly, streamlined data preparation workflow with Tableau Prep
- Improved interactive data visualizations using advanced Tableau techniques, wrote 20+ demos for team members' reference

**Amazon Web Services**                                                                               **Beijing, China**
*Business Analyst Intern, AWS Public Sector & Industry Business Development (IBD) Business Operations*      *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+
- Prepared inventory test and daily report for clients, gathered data via SQL and wrote 10+ weekly revenue reports for campaigns
- 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 approach to minimize the HRM 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 the optimization model with the objective of balancing the attractiveness of tasks to members, incorporated genetic algorithm to obtain optimal pricing model
- Simulated the App's real-time workflow in MATLAB and achieved 21% higher task completion rate

## SKILLS

**Tools:** SQL, Python, Tableau, R, VBA, Microsoft Office
**Language:** Mandarin (native), English (fluent; IELTS: 7.5; GRE: 330), Japanese (beginner)