

YUSHUANGZI (YURI) ZHANG

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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 Statistics, Quantitative Analysis, Machine Learning, Prescriptive Analytics, Forecasting Analytics

Beijing Normal University (BNU)

Beijing, China

Bachelor of Economics in Finance (GPA: 3.9/4.0; 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 and Statistics, Calculus, Linear Algebra, Mathematical Modelling, Java Programming, 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

HKU Business School

Hong Kong SAR

Research Assistant

01/2022 – present

- Assisted the MBA Python programming course by offering weekly in-class support, troubleshooting sessions, tutorials, homework grading and group project guidance to students with little technical background through effective communication
- Fined-tuned course materials by testing and debugging codes for applications including sentiment analysis using *nlk* and *scikit-learn*, web scraping with *Selenium*, financial analysis with *plotly*, and automating scheduled report via WhatsApp and email

Beijing Normal University

Beijing, China

Data Analyst Intern, BNU Data Center

04/2021 – 06/2021

- Contributed to BNU data platform by building and publishing 15+ storylines with 80+ live-monitoring dashboards in Tableau to conduct exploratory analysis of school's ranking, funding, revenue, budget, and demographic of students, faculties, and alumni
- Extracted large datasets from school database via SQL on a regular basis, streamlined data-cleaning process using Tableau Prep
- 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) Sales Ops

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

- Conducted market research with competitive analysis and customer segmentation to identify potential mobile advertising clients
- Produced 15+ sales proposals and presentations to help achieve a partnership with one of the top financial apps in Spain
- Launched 10+ ad campaigns targeting India with a total budget of \$20,000+, prepared inventory tests and routine reports
- Gathered data via SQL and wrote 10+ weekly revenue report, ensured effective daily communication with ad distributors in India
- Collaborated closely with five groups, including sales, product, operations, tech, and finance, to maintain smooth operations

Bloomberg

Shanghai, China

Bloomberg Academy Trainee, Global Data Team

08/2019

- Mastered the basic functions of the Bloomberg Terminal, including data and news searching, mapping, and graphing
- Applied 50+ functions to a macroeconomic research on US-China trade war and summarized detailed timeline on key events

ACADEMIC PROJECTS

HR Analytics: Turnover Rate Management with Optimal Cost | 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

Credit Card Approval Prediction | Machine Learning

12/2021

- The project aims to classify credit card applicants with good or bad labels to help the banks identify potential default clients
- Conducted data cleaning, labelling, feature engineering, and exploratory data analysis with heatmap and word-cloud in R
- Compared multiple subsampling methods, implemented stratified sampling with data shrinkage for highly imbalanced data
- Built Logistic model, Random Forest and XGBoost with hyperparameters tuning, best model achieved 98% testing accuracy

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 the optimal pricing model
- Simulated the App's real-time workflow in MATLAB and achieved 21% higher task completion rate

SKILLS

Tools: Python (Matplotlib, Seaborn, scikit-learn, Streamlit), R, SQL, Tableau, Advanced Excel, VBA, Microsoft Office

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